

NATIONAL TV NIELSEN RATINGS PERSONS RANKING – TOP PROGRAMS(1)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING MARCH 6, 1983

NIELSEN AVERAGE AUDIENCE

HOUSEHOLDS			
RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	M*A*S*H SPECIAL(S)	60.2	50,150
2	ALICE#	30.7	25,570
3	SPECIAL MOVIE PRSNT.-CBS(S)	28.6	23,820
4	DALLAS	25.3	21,070
5	60 MINUTES	25.0	20,830
6	M*A*S*H#	23.1	19,240
7	THREE'S COMPANY	22.5	18,740
8	DYNASTY	22.0	18,330
8	FALCON CREST	22.0	18,330
8	MAGNUM, P.I.	22.0	18,330
11	GRAMMY AWARDS(S)	21.6	17,990
11	SIMON & SIMON	21.6	17,990
13	9 TO 5	21.3	17,740
14	LOVE BOAT	21.2	17,660
15	JEFFERSONS#	21.0	17,490
16	HILL STREET BLUES	20.4	16,990
17	A TEAM	20.3	16,910
17	IS THIS GOODBYE, C.BROWN(S)	20.3	16,910
19	HART TO HART	20.2	16,830
19	ONE DAY AT A TIME#	20.2	16,830

TOTAL PERSONS (2+)			
RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	M*A*S*H SPECIAL(S)	48.6	105,970
2	ALICE#	23.9	52,110
3	SPECIAL MOVIE PRSNT.-CBS(S)	20.1	43,760
4	IS THIS GOODBYE, C.BROWN(S)	17.5	38,280
5	DUKES OF HAZZARD	16.7	36,470
6	M*A*S*H#	16.7	36,390
7	DALLAS	16.1	35,220
8	MAGNUM, P.I.	15.6	33,990
9	THREE'S COMPANY	15.3	33,360
10	60 MINUTES	15.1	32,840
11	LOVE BOAT	15.0	32,780
12	A TEAM	14.9	32,550
13	MATT HOUSTON	14.7	32,080
14	JEFFERSONS#	14.6	31,930
15	NEWHART#	14.3	31,090
16	9 TO 5	14.2	31,040
17	ONE DAY AT A TIME#	14.2	31,030
18	SIMON & SIMON	14.1	30,780

WOMEN (18+)			
RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	M*A*S*H SPECIAL(S)	55.0	47,530
2	ALICE#	28.3	24,460
3	SPECIAL MOVIE PRSNT.-CBS(S)	24.8	21,380
4	DALLAS	22.0	19,030
5	DYNASTY	19.9	17,160
6	FALCON CREST	19.3	16,700
7	JEFFERSONS#	19.2	16,580
8	60 MINUTES	18.9	16,350
9	ONE DAY AT A TIME#	18.7	16,150
10	TRAPPER JOHN, M.D.#	17.6	15,210
11	KNOTS LANDING	17.4	15,010
12	SIMON & SIMON	17.1	14,730
13	GRAMMY AWARDS(S)	16.9	14,600
14	MAGNUM, P.I.	16.7	14,430
15	LOVE BOAT	16.3	14,040
16	M*A*S*H#	15.8	13,660
17	FANTASY ISLAND	15.3	13,230
18	NEWHART#	14.9	12,890

MEN (18+)			
RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	M*A*S*H SPECIAL(S)	48.9	38,050
2	ALICE#	20.8	16,150
3	SPECIAL MOVIE PRSNT.-CBS(S)	19.2	14,920
4	60 MINUTES	17.4	13,550
5	M*A*S*H#	16.9	13,130
6	HILL STREET BLUES	16.6	12,940
7	DALLAS	15.4	12,000
8	A TEAM	15.1	11,750
9	MAGNUM, P.I.	15.1	11,720
10	MATT HOUSTON	14.9	11,580
11	LOVE BOAT	14.3	11,130
12	NEWHART#	14.1	10,960
13	THREE'S COMPANY	14.0	10,910
14	9 TO 5	14.0	10,900
15	SIMON & SIMON	14.0	10,880
16	ABC SUNDAY NIGHT MOVIE	13.8	10,710
17	ONE DAY AT A TIME#	13.7	10,660

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BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING MARCH 6, 1983

NIELSEN AVERAGE AUDIENCE

WOMEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	M*A*S*H SPECIAL(S)	59.8	32,390
2	ALICE#	26.4	14,270
3	SPECIAL MOVIE PRSNT.-CBS(S)	21.9	11,830
4	DYNASTY	21.1	11,450
5	M*A*S*H#	19.7	10,640
6	NEWHART#	17.8	9,640
7	HILL STREET BLUES	17.5	9,500
8	GRAMMY AWARDS(S)	17.3	9,370
9	DALLAS	17.3	9,340
10	IS THIS GOODBYE, C.BROWN(S)	17.0	9,190
11	JEFFERSONS#	16.5	8,950
12	SQUARE PEGS#	16.2	8,750
13	KNOTS LANDING	16.1	8,710
14	THREE'S COMPANY	16.0	8,650
15	TRAPPER JOHN, M.D.#	16.0	8,640
16	SIMON & SIMON	15.9	8,600
17	HART TO HART	15.8	8,540
18	ONE DAY AT A TIME#	15.6	8,460
19	MATT HOUSTON	15.6	8,450

WOMEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	M*A*S*H SPECIAL(S)	47.4	12,570
2	ALICE#	32.6	8,630
3	DALLAS	31.2	8,270
4	SPECIAL MOVIE PRSNT.-CBS(S)	31.1	8,250
5	60 MINUTES	29.7	7,880
6	FALCON CREST	25.8	6,830
7	ONE DAY AT A TIME#	25.3	6,710
8	JEFFERSONS#	25.0	6,630
9	ARCHIE BUNKER'S PLACE	24.6	6,530
10	RINGLING BROS. CIRCUS(S)	24.3	6,450
11	GLORIA	23.6	6,250
12	LITTLE HOUSE NW BEGINNING#	21.2	5,610
13	TRAPPER JOHN, M.D.#	21.1	5,600
14	MAGNUM, P.I.	20.8	5,510
15	LOVE BOAT	20.7	5,480
16	CBS TUESDAY NIGHT MOVIES	19.8	5,260
17	BOB HOPE-ROAD-HOLLYWOOD(S)	19.7	5,230
18	DUKES OF HAZZARD	19.6	5,190
19	SIMON & SIMON	19.5	5,180

MEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	M*A*S*H SPECIAL(S)	51.9	27,130
2	ALICE#	19.2	10,020
3	HILL STREET BLUES	18.9	9,870
4	M*A*S*H#	18.9	9,850
5	SPECIAL MOVIE PRSNT.-CBS(S)	18.1	9,450
6	NEWHART#	15.3	8,000
7	A TEAM	14.8	7,750
8	MATT HOUSTON	14.6	7,610
9	ABC SUNDAY NIGHT MOVIE	14.5	7,570
10	9 TO 5	13.6	7,120
10	THREE'S COMPANY	13.6	7,120
12	MAGNUM, P.I.	13.6	7,100
13	DALLAS	13.5	7,050
14	SIMON & SIMON	13.3	6,960
15	LOVE BOAT	13.2	6,910
16	60 MINUTES	13.0	6,810
17	HART TO HART	12.7	6,640

MEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	M*A*S*H SPECIAL(S)	42.1	8,530
2	60 MINUTES	28.4	5,750
3	ALICE#	23.7	4,810
4	SPECIAL MOVIE PRSNT.-CBS(S)	23.2	4,700
5	RINGLING BROS. CIRCUS(S)	22.4	4,550
6	DALLAS	19.9	4,030
7	ARCHIE BUNKER'S PLACE	19.7	4,000
7	MAGNUM, P.I.	19.7	4,000
9	GLORIA	18.4	3,730
10	LOVE BOAT	18.3	3,710
11	BOB HOPE-ROAD-HOLLYWOOD(S)	18.1	3,670
12	CBS EVENING NEWS-RATHER	17.9	3,630
13	T.J. HOOKER	17.0	3,450
14	FALCON CREST	16.9	3,430
15	ONE DAY AT A TIME#	16.6	3,360
16	SIMON & SIMON	16.4	3,330
17	JEFFERSONS#	16.2	3,290
18	REAL PEOPLE	16.1	3,270
18	USFL FOOTBALL#	16.1	3,270

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST MAR. 1983 REPORT

PROGRAM NAME										AUDIENCE COMPOSITION																
										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																
WK	START	DUR	NET	TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE	K E Y	HOUSEHOLD AUDIENCES	AVG. AUD. SHARE	AVG. AUD.	TOTAL PERSONS	LADY WORK-ING	WOMEN					MEN					TEENS (12-17)	CHILDREN (2-11)		
# DAY	TIME					WK 1 WK 2		% % (0,000)	% %	(2+)	OF HOUSE WOM.	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11	
•EVENING																										
A TEAM					4	200 202		A 20.3 30 1691	1925	602 271	659 218	410 385	350 198	695 256	459 416	347 186	242 104	329 250								
TUE.	8.00P	60	NBC	A		99 99		B 19.9 29 1658	1935	631 262	675 217	420 397	375 197	739 286	491 430	366 201	237 101	284 210								
	8.00 - 8.30							A 19.2 29 1599	1955	613 274	673 215	411 397	362 208	706 245	458 411	357 199	246 108	330 252								
	8.30 - 9.00							A 21.4 31 1783	1895	586 265	640 218	407 375	341 187	686 267	458 418	331 179	244 103	325 250								
ABC FRIDAY NIGHT MOVIE					10	180		A 11.4 18 950	2085	683 399	763 432	630 449	306 93^	843 451	653 603	335 123^	311 117^	168^ 112^								
1 FRI.	9.00P	120	ABC	FF		92		B 11.5 19 958	1906	619 267	694 294	504 434	333 143	680 265	488 465	354 145	235 105	297 223								
	9.00 - 9.30							A 10.2 16 850	2082	760 388	820 412	633 456	350 137^	808 396	567 525	335 154^	244^ 82^	210^ 151^								
	9.30 - 10.00							A 10.3 16 858	2078	728 424	790 445	644 459	326 96^	836 464	649 598	322 117^	274^ 96^	178^ 118^								
	10.00 - 10.30							A 12.7 21 1058	2165	669 408	751 440	645 472	296 73^	890 483	717 664	355 113^	360 141^	164^ 99^								
	10.30 - 11.00							A 12.3 21 1025	2018	609 384	714 434	613 409	264 81^	831 448	660 607	333 119^	346 138^	127^ 84^								
ABC MONDAY NIGHT MOVIE					6	196 188		A 13.7 19 1141	1532	753 326	844 288	472 418	393 315	503 170	285 317	239 164	135 89^	50^ 35^								
MON.	9.00P	120	ABC	FF		99 98		B 18.1 26 1508	1532	778 307	830 285	473 453	400 279	541 193	314 309	250 186	105 59	56 38								
	9.00 - 9.30							A 13.3 17 1108	1601	731 331	828 293	450 392	371 329	518 190	304 322	231 169	167 111	88^ 73^								
	9.30 - 10.00							A 13.7 18 1141	1606	760 346	856 290	478 424	399 323	523 165	292 336	264 173	163 118	64^ 49^								
	10.00 - 10.30							A 14.1 20 1175	1449	744 314	826 275	463 426	387 303	481 159	271 305	230 155	108 66^	34^ 18^								
	10.30 - 11.00							A 13.9 20 1158	1453	762 304	849 286	485 426	403 301	484 164	270 304	231 157	103^ 63^	17^ 7^								
ABC NEWSBRIEF-M-F					106	183 182		A 14.8 22 1233	1652	702 295	760 296	489 423	355 223	584 226	371 355	281 155	171 78	137 99								
1 MON.	10.00P	2	ABC	N		95 96		B 15.9 24 1324	1711	696 276	754 287	472 421	348 225	597 228	387 354	284 164	177 81	183 131								
1 TU-TH	9.58P	1																								
1 FRI.	9.55P	2																								
2 MON.	9.56P	1																								
2 TUEF	9.58P	1																								
2 THU.	9.57P	2																								
ABC NEWSBRIEF-SAT.					21	192 190		A 20.3 33 1691	1865	705 302	795 278	446 405	364 293	638 245	405 372	283 199	162 112	270 195								
SAT.	9.58P	1	ABC	N		96 96		B 19.7 32 1641	1798	753 311	828 280	472 426	381 302	588 220	358 329	262 194	181 98	201 149								
ABC NEWSBRIEF-SUN.					22	193 190		A 17.3 25 1441	1777	754 322	807 311	563 517	428 187	745 297	528 526	373 144	144 77^	81^ 37^								
1 SUN.	9.56P	2	ABC	N		97 97		B 17.2 26 1433	1846	685 296	737 298	506 460	361 179	780 322	554 506	384 168	186 74	143 97								
2 SUN.	9.58P	1																								
ABC SPORTS UPDATE-SAT					22	186 188		A 17.0 28 1416	1899	753 269	827 287	466 406	371 312	678 195	404 385	350 236	91 38^	303 199								
1 SAT.	8.58P	1	ABC	SN		94 96		B 16.8 28 1399	1791	716 278	781 225	424 400	396 301	669 222	403 381	335 222	144 58	197 134								
2 SAT.	8.57P	2																								
ABC SPORTS UPDATE-SUN					20	194 191		A 18.5 27 1541	2048	743 322	797 299	535 498	400 213	737 281	473 459	366 172	248 84	266 163								
1 SUN.	8.29P	1	ABC	SN		98 98		B 15.5 23 1291	1893	678 307	757 282	473 428	358 234	740 287	509 468	373 178	177 59	219 153								
2 SUN.	8.34P	1																								
ABC SUNDAY NIGHT MOVIE					17	203 200		A 18.3 29 1524	1688	731 305	780 285	542 500	429 184	702 278	496 486	352 137	149 78^	57^ 23^								
1 SUN.	9.00P	180	ABC	FF		99 99		B 18.1 29 1508	1853	693 288	751 313	534 473	369 169	775 334	575 517	378 149	187 69	140 101								
2 SUN.	9.00P	120																								
	9.00 - 9.30							A 17.5 25 1458	1829	782 334	834 320	587 526	443 196	730 298	519 500	360 139	178 90	87 40^								
	9.30 - 10.00							A 18.6 27 1549	1746	775 313	828 307	569 511	440 205	702 281	493 488	348 140	150 86	66^ 31^								
	10.00 - 10.30							A 19.0 29 1583	1675	757 310	807 289	557 503	441 201	665 268	469 457	330 129	153 88	50^ 16^								
	10.30 - 11.00							A 18.2 29 1516	1598	719 298	770 279	524 471	416 197	647 260	462 438	323 118	140 79^	41^ 12^								
	11.00 - 11.30							A 18.1 33 1508	1578	611 279	650 243	456 473	372 122^	769 280	532 550	396 159	117^ 42^	42^ 12^								
	11.30 - 12.00							A 19.0 46 1583	1563	610 258	651 215	470 480	415 120^	749 285	533 536	387 149^	123^ 54^	40^ 15^								
ABC WORLD NEWS TONIGHT					110	201 201		A 12.3 21 1025	1567	700 222	750 210	357 353	348 330	653 190	337 323	329 263	70 29^	94 51^								
M-F	6.30P	30	ABC	N		99 99		B 12.3 21 1025	1548	690 205	735 188	340 336	350 328	636 181	330 327	319 252	75 35	102 61								

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST MAR. 1983 REPORT

PROGRAM NAME										AUDIENCE COMPOSITION																											
										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																											
WK	START	DUR	NET	TYPE	WK 1	WK 2	Y	Avg. Aud. %	Avg. Share %	Avg. Aud. (0,000)	Total Persons (2+)	Lady Work-Ing House Wom.	WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)												
#	DAY	TIME						%	%				TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11											
EVENING CONT'D																																					
ABC WRLD NEWS TONIGHT-SUN										17	167	A	9.2	17	766	2080	867	398	894	277	468	483	407	345	778	247	453	399	408	267	205	38	203	166			
1 SUN.										6.30P	30	ABC	N	88	B	8.4	15	700	1634	757	248	816	208	371	343	368	401	649	172	315	332	308	275	62	23	107	70
ABC WRLD NEWS-SUN(B)										104		A	4.2	8	350	1214	497	300	560	151	274	282	355	278	654	131	328	329	412	280	LT	LT	LT	LT			
2 SUN.										6.30P	30	ABC	N	56																							
ALICE										1	200	A	30.7	41	2557	2038	839	370	956	371	559	451	361	336	632	232	393	356	296	188	204	88	246	158			
2 MON.										8.00P	30	CBS	CS	98	B	30.7	41	2557	2038	839	370	956	371	559	451	361	336	632	232	393	356	296	188	204	88	246	158
ALL STAR FAMILY FEUD(S)										199		A	16.9	26	1408	1926	722	232	773	295	455	377	345	280	505	177	297	294	239	174	279	133	369	256			
1 WED.										8.00P	60	ABC	QP	99	A	16.3	25	1358	1901	716	226	758	277	446	386	354	272	504	173	301	300	244	171	282	134	357	243
8.00 - 8.30												A	17.6	26	1466	1930	720	235	778	309	459	367	333	284	502	180	292	286	231	175	274	132	376	266			
8.30 - 9.00																																					
AMANDA'S										4	200	A	13.4	20	1116	1570	702	286	737	241	395	368	341	304	447	122	250	215	253	169	160	103	226	169			
THU.										8.30P	30	ABC	CS	99	B	16.2	24	1349	1587	704	286	747	227	381	346	343	322	503	142	271	233	270	202	157	80	180	126
ARCHIE BUNKER'S PLACE										19	202	A	19.1	29	1591	1546	736	297	788	204	349	308	320	411	580	153	289	289	286	252	69	47	109	74			
SUN.										8.00P	30	CBS	CS	99	B	18.9	28	1574	1621	743	276	805	210	350	331	329	403	611	181	298	285	269	269	84	48	121	81
AT EASE										1	200	A	14.8	24	1233	1746	674	332	747	248	459	396	372	257	496	157	329	272	255	157	306	123	197	162			
2 FRI.										8.30P	30	ABC	CS	99	B	14.8	24	1233	1746	674	332	747	248	459	396	372	257	496	157	329	272	255	157	306	123	197	162
BARE ESSENCE										3	199	A	13.1	20	1091	1689	790	338	851	341	557	444	379	255	571	176	350	308	282	179	163	90	104	59			
TUE.										9.00P	60	NBC	GD	99	B	14.1	22	1175	1633	789	330	880	353	573	477	374	256	515	180	325	282	256	159	126	69	112	58
9.00 - 9.30												A	13.3	20	1108	1692	764	327	834	332	543	432	367	253	577	190	361	307	275	178	168	95	113	71			
9.30 - 10.00												A	13.0	20	1083	1667	806	344	860	347	567	452	385	253	560	160	335	303	290	180	152	82	95	48			
BENSON										18	200	A	16.6	27	1383	1644	777	316	862	277	507	442	404	319	523	161	306	303	271	166	120	79	139	100			
FRI.										8.00P	30	ABC	CS	98	B	16.1	27	1341	1728	735	286	811	248	445	404	380	313	562	191	343	326	281	173	155	83	200	136
BOB HOPE-ROAD-HOLLYWOOD(S)										197		A	17.4	27	1449	1542	708	212	752	191	313	328	373	362	643	161	360	328	347	253	67	19	80	57			
2 WED.										9.00P	120	NBC	CV	97																							
9.00 - 9.30												A	18.8	28	1566	1512	674	207	730	179	287	299	366	370	620	159	332	303	335	254	66	26	96	71			
9.30 - 10.00												A	18.4	28	1533	1498	688	230	733	178	285	295	379	371	644	165	337	315	346	265	54	14	67	50			
10.00 - 10.30												A	16.9	27	1408	1560	714	205	752	198	329	345	359	348	668	151	382	354	367	259	58	16	82	59			
10.30 - 11.00												A	15.7	27	1308	1581	754	196	788	209	353	381	386	346	628	162	380	343	330	225	96	19	69	44			
CAGNEY & LACEY										15	199	A	15.2	24	1266	1549	704	311	733	358	551	520	321	143	586	239	429	401	283	129	155	81	75	58			
1 MON.										10.00P	60	CBS	OP	99	B	15.8	25	1316	1506	718	307	779	273	460	436	378	258	570	219	363	336	266	170	99	56	58	34
10.00 - 10.30												A	15.5	24	1291	1524	683	298	712	351	538	508	309	137	579	238	427	393	280	126	160	81	73	53			
10.30 - 11.00												A	14.9	24	1241	1566	725	322	753	365	567	532	333	146	587	238	429	406	285	128	148	79	78	65			
CBS EVENING NEWS-RATHER										110	202	A	14.8	26	1233	1468	693	231	737	148	289	282	325	398	552	113	218	219	266	295	78	37	101	60			
M-F										6.30P	30	CBS	N	99	B	14.5	25	1208	1481	694	218	751	127	276	291	354	412	578	123	238	249	281	289	64	30	88	47
CBS EVENING NEWS-DEAN										14	175	A	11.5	21	958	1558	662	226	706	121	276	309	351	366	681	150	264	322	340	318	70	24	101	93			
SUN.										6.30P	30	CBS	N	90	B	10.5	19	875	1585	705	212	758	159	306	311	336	391	669	160	309	316	338	283	60	35	98	61
CBS SAT. NEWS-SCHIEFFER										14	160	A	11.1	21	925	1657	676	249	724	126	258	310	348	391	771	250	443	384	357	274	75	37	87	51			
SAT.										6.30P	30	CBS	N	88	B	10.9	20	908	1563	688	208	742	123	274	281	360	408	665	171	319	296	317	294	71	38	85	43
CBS SAT. NIGHT MOVIE										20	201	A	13.3	23	1108	1976	766	283	795	289	589	556	441	156	686	235	482	487	403	134	215	93	280	231			
1 SAT.										9.00P	120	CBS	FF	99	B	15.2	26	1266	1793	717	274	768	232	468	447	409	242	676	237	436	406	360	186	179	70	170	134
2 SAT.										9.00P	150																										
9.00 - 9.30												A	12.4	20	1033	2062	765	308	798	288	589	559	431	155	707	214	476	505	429	157	236	106	321	259			
CONT'D																																					

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST MAR. 1983 REPORT

PROGRAM NAME		T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE	KEY	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																							
							VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																							
							WOMEN		MEN					TEENS		CHILDREN														
WK	DAY	START	DUR	NET	TYPE	WK 1	WK 2	AVG. AUD. SHARE %	AVG. AUD. SHARE %	TOTAL PERSONS (2+)	LADY WORK- ING HOUSE WOM.	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL FEM.	TOTAL 6-11					
EVENING CONT'D																														
CBS SAT. NIGHT MOV-CONT'D																														
		9.30 - 10.00				A	12.8	21	1066	2092	764	282	808	312	605	562	433	145	716	232	500	517	436	136	232	105^	336	267		
		10.00 - 10.30				A	14.2	24	1183	2009	748	283	779	297	589	551	430	142	699	251	498	495	404	136	222	87^	309	253		
		10.30 - 11.00				A	13.6	24	1133	1927	743	268	765	274	572	548	437	144	695	264	501	480	393	131	211	91^	256	237		
		11.00 - 11.30				A	14.0	28	1166	1631	851	270	851	262	584	542	486	236	554	204^	385	385	295	106^	143^	71^	83^	63^		
CBS TUESDAY NIGHT MOVIES 15 203 203																														
1	TUE.	8.00P	180	CBS	FF	97	99	A	16.2	26	1349	1548	864	259	914	253	462	424	412	390	448	129	240	234	240	169	91	48^	95	65^
2	TUE.	9.00P	120			B	17.8	28	1483	1571	778	290	833	259	470	449	410	294	551	182	328	298	272	185	107	60	80	50		
		8.00 - 8.30				A	15.8	24	1316	1530	825	251	853	220	394	365	367	410	440	89^	170^	160^	239	224	114^	62^	123^	84^		
		8.30 - 9.00				A	15.6	23	1299	1493	827	258	863	242	409	369	374	405	424	98^	187	170^	241	197	106^	50^	100^	70^		
		9.00 - 9.30				A	16.2	24	1349	1546	861	267	906	226	421	406	413	416	458	118	231	230	255	186	79^	42^	103	55^		
		9.30 - 10.00				A	16.7	25	1391	1546	872	261	915	251	459	436	412	389	463	140	259	257	242	167	73^	39^	95	66^		
		10.00 - 10.30				A	16.4	27	1366	1575	883	249	945	281	504	451	420	376	436	141	261	252	232	142	97	49^	97	70^		
		10.30 - 11.00				A	16.1	28	1341	1547	867	265	938	279	520	453	436	359	431	141	253	261	224	133	107	59^	71^	52^		
CBS WEDNESDAY NIGHT MOVIE 12 189																														
2	WED.	9.00P	120	CBS	FF	98		A	12.2	19	1016	1539	807	315	869	286	512	480	371	291	404	141^	217^	197^	203^	139^	116^	90^	150^	61^
		9.00 - 9.30				B	14.8	23	1233	1476	746	301	809	218	437	437	434	301	499	152	280	262	264	177	95	61	73	44		
		9.30 - 10.00				A	11.9	18	991	1696	850	320	929	314	544	483	371	317	425	134^	224^	178^	224^	166^	147^	121^	195^	79^		
		10.00 - 10.30				A	12.9	19	1075	1570	826	326	911	313	542	474	380	295	384	110^	198^	192^	217^	137^	108^	88^	167^	54^		
		10.30 - 11.00				A	12.3	19	1025	1517	801	317	844	263	489	484	379	288	422	156^	231^	219^	204^	129^	106^	76^	145^	54^		
						A	11.7	20	975	1349	752	298	784	248	472	481	356	258	382	161^	216^	201^	164^	122^	96^	72^	87^	56^		
CHEERS 8 200 198																														
						A	13.7	21	1141	1815	722	329	768	351	529	474	319	192	660	268	466	408	320	158	213	109	174	103^		
THU. 9.30P 30 NBC CS 98 98																														
						B	14.3	21	1191	1712	722	309	779	342	517	457	326	212	613	286	450	358	264	130	175	98	145	95		
CHIPS 18 206 206																														
						A	16.6	24	1383	2124	676	296	754	300	484	416	337	223	592	174	401	385	350	148	296	132	482	301		
						B	16.0	24	1333	2244	703	298	772	292	514	455	359	209	683	274	487	413	330	155	312	135	477	327		
						A	16.0	24	1333	2115	676	295	757	300	480	415	335	228	586	171	389	366	343	155	278	123	494	306		
						A	17.2	25	1433	2124	673	296	751	299	486	419	338	218	595	174	410	395	359	142	307	139	471	295		
CONDO 4 201 191																														
						A	15.3	24	1274	1659	728	292	769	242	395	377	350	331	474	159	278	243	242	168	166	107	250	182		
						B	17.0	26	1416	1655	712	278	760	240	387	360	348	320	506	167	288	253	250	187	174	88	215	150		
DALLAS 21 207 207																														
						A	25.3	39	2107	1672	843	309	903	286	443	414	356	393	569	211	335	316	247	191	62	32^	138	90		
						B	24.4	39	2033	1627	827	298	892	259	433	423	395	386	527	179	281	265	229	210	80	44	128	81		
						A	24.4	38	2033	1680	842	308	903	288	439	408	349	397	568	212	335	317	245	190	63	32^	146	95		
						A	26.2	40	2182	1657	843	309	902	284	446	421	361	388	570	211	333	315	248	192	56	30^	129	84		
DIFF'RENT STROKES-SAT. 20 197 198																														
						A	15.2	26	1266	2020	735	336	840	269	452	374	333	333	495	172	279	261	222	173	267	152	418	286		
						B	15.3	26	1274	2043	734	275	814	268	442	384	323	309	542	198	317	288	229	176	267	139	420	294		
DUKES OF HAZZARD 22 207 202																														
						A	19.9	32	1658	2200	694	221	757	291	412	319	266	312	603	211	374	317	284	196	205	75	635	352		
						B	17.4	29	1449	1944	661	213	707	204	344	326	313	313	561	178	295	268	265	231	159	67	517	283		
						A	18.8	30	1566	2247	697	212	762	295	416	319	262	317	618	216	384	321	294	198	200	70^	667	373		
						A	20.9	33	1741	2163	695	227	757	286	407	320	270	311	591	208	366	314	277	193	206	78	609	335		
DYNASTY 17 202 202																														
						A	22.0	35	1833	1598	861	382	934	385	623	541	446	242	534	213	341	300	251	133	89	52^	41^	23^		
						B	22.2	36	1849	1587	804	329	889	360	562	488	402	253	541	244	370	314	224	130	97	56	60	34		
						A	21.8	34	1816	1586	854	378	92																	

PROGRAM NAME					T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																			
											VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF THE HOUSE	WORK-ING WOM.	WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)			
															TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11		
EVENING CONT'D																														
FALCON CREST					21	207	207		A 22.0	37	1833	1582	852	309	911	267	454	449	405	373	528	152	296	301	278	186	61^	29^	82	61^
FRI. 10.00P 60 CBS GD					99	99		B 20.5	35	1708	1545	821	290	884	236	425	431	422	373	486	144	251	241	233	195	91	53	84	63	
10.00 - 10.30								A 22.3	37	1858	1586	847	313	909	270	451	446	398	376	527	155	292	295	273	189	59^	32^	91	72	
10.30 - 11.00								A 21.7	37	1808	1574	858	304	913	264	459	453	414	369	528	147	298	306	282	184	63^	26^	70	48	
FALL GUY					18	197	201		A 18.8	28	1566	1749	640	314	695	287	488	411	341	165	653	235	420	382	334	175	199	58^	202	150
WED. 9.00P 60 ABC A					99	99		B 19.6	29	1633	1798	669	273	721	281	472	424	352	192	665	272	453	395	314	169	191	63	221	156	
9.00 - 9.30								A 17.9	26	1491	1812	640	318	696	292	495	404	340	162	669	248	446	395	337	173	216	64^	231	168	
9.30 - 10.00								A 19.6	29	1633	1695	642	309	695	281	483	420	343	168	638	221	399	368	332	177	185	53^	177	135	
FAME					21	199	197		A 14.5	22	1208	2315	742	333	840	460	657	519	292	141	583	271	458	389	275	90^	390	244	502	326
THU. 8.00P 60 NBC GD					98	98		B 13.7	21	1141	1962	710	293	791	355	542	440	312	202	553	259	402	333	235	118	281	177	337	239	
8.00 - 8.30								A 14.4	22	1200	2309	732	322	832	451	647	515	293	146	596	277	471	392	284	93^	374	238	507	323	
8.30 - 9.00								A 14.7	22	1225	2296	744	340	841	469	659	514	284	136	569	264	447	382	264	89^	395	246	491	323	
FAMILY TIES					18	191			A 12.6	18	1050	1671	762	332	841	343	548	476	347	248	510	144^	297	282	272	176^	249	139^	71^	53^
1 WED. 9.30P 30 NBC CS					97			B 15.1	23	1258	1731	762	315	843	329	506	436	329	278	503	200	315	268	205	156	226	142	159	114	
FAMILY TREE					6	188			A 10.8	19	900	1737	858																	

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

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PROGRAM NAME										T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION														
															VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES														
															WK #	DAY	START TIME	DUR	NET	TYPE	PROG. NET TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- OF HOUSE WOM.
18- 34	18- 49	25- 54	35- 64	55+	18- 34	18- 49	25- 54	35- 64	55+																				
EVENING CONT'D																													
HIGH PERFORMANCE										1	200	A	15.4	24	1283	1813	562 263	642 272	437 321	319 163	629 223	428 368	342 149	229 93	313 155				
2 WED. 8.00P 60 ABC A										99		B	15.4	24	1283	1813	562 263	642 272	437 321	319 163	629 223	428 368	342 149	229 93	313 155				
8.00 - 8.30												A	14.7	23	1225	1825	570 255	646 276	434 319	312 175	633 237	431 365	338 148	216 88	330 162				
8.30 - 9.00												A	16.1	24	1341	1791	556 270	638 271	441 321	322 152	619 209	424 368	346 146	235 95	299 150				
HILL STREET BLUES										22	214 214	A	20.4	33	1699	1696	679 310	737 325	558 500	346 139	761 361	581 482	344 146	151 50	47 30				
THU. 10.00P 60 NBC OP										99 99		B	19.2	32	1599	1700	707 327	761 333	551 493	357 163	744 364	576 495	329 129	139 55	56 34				
10.00 - 10.30												A	20.1	32	1674	1698	690 312	746 333	567 501	348 139	752 357	576 474	341 142	144 46	56 35				
10.30 - 11.00												A	20.8	35	1733	1679	668 309	727 316	547 496	342 139	764 361	581 489	344 146	150 51	38 25				
IS THIS GOODBYE, C.BROWN(S)										198		A	20.3	29	1691	2264	632 284	684 360	544 426	245 122	469 243	333 310	179 100	319 195	792 459				
1 MON. 8.00P 30 CBS EA										98																			
IT TAKES TWO										17	194 186	A	13.4	20	1116	1561	743 261	793 278	495 433	384 259	473 178	284 226	217 146	196 99	99 78				
THU. 9.30P 30 ABC CS										98 95		B	15.7	24	1308	1632	717 256	783 267	447 397	351 282	496 185	302 269	222 150	203 120	150 110				
JEFFERSONS										19	198	A	21.0	31	1749	1826	904 410	949 294	513 441	422 379	590 164	345 318	304 188	116 39	171 118				
2 SUN. 9.00P 30 CBS CS										99		B	20.0	29	1666	1694	760 304	835 243	408 388	356 371	554 188	296 282	239 210	150 84	155 106				
KNIGHT RIDER										20	203 202	A	15.8	25	1316	2147	676 261	745 298	541 462	355 174	641 223	418 373	343 176	308 110	453 334				
FRI. 9.00P 60 NBC A										98 98		B	15.3	24	1274	2132	652 262	703 268	479 437	352 175	693 279	486 435	343 156	304 118	432 328				
9.00 - 9.30												A	15.5	24	1291	2151	662 259	731 280	525 454	355 176	635 218	409 361	342 179	321 108	464 339				
9.30 - 10.00												A	16.2	25	1349	2121	681 259	749 312	549 467	347 168	640 223	422 384	345 169	293 111	439 328				
KNOTS LANDING										19	196 193	A	20.0	33	1666	1506	837 298	901 345	523 470	377 310	434 145	266 223	215 137	96 62	75 55				
THU. 10.00P 60 CBS GD										99 99		B	17.9	29	1491	1447	790 277	867 291	486 450	411 305	426 141	251 227	209 145	97 51	57 36				
10.00 - 10.30												A	20.2	32	1683	1518	837 295	898 347	524 477	374 306	436 147	264 220	213 142	109 69	75 53				
10.30 - 11.00												A	19.9	33	1658	1478	828 296	894 340	516 457	372 313	429 142	262 222	215 134	83 54	72 57				
LAVERNE & SHIRLEY										20	201 204	A	15.9	23	1324	1856	680 357	785 375	571 454	308 188	427 180	282 252	191 115	277 166	367 256				
TUE. 8.30P 30 ABC CS										99 99		B	18.2	27	1516	1892	681 300	759 350	535 428	305 182	478 223	340 289	199 104	307 169	348 238				
LITTLE HOUSE NW BEGINNING										19	212	A	16.1	23	1341	1696	790 271	880 171	405 405	460 419	477 165	265 231	224 195	158 84	181 94				
1 MON. 8.00P 60 NBC GD										99		B	17.5	26	1458	1796	805 267	872 243	426 391	384 394	486 147	249 232	210 208	167 106	271 177				
8.00 - 8.30												A	15.4	22	1283	1705	783 255	870 168	399 402	451 416	482 170	273 230	224 196	169 87	184 105				
8.30 - 9.00												A	16.8	24	1399	1681	794 283	887 175	410 408	464 420	470 159	257 228	224 195	146 78	178 87				
LOVE BOAT										20	202 198	A	21.2	35	1766	1856	711 295	797 281	433 396	352 310	630 234	390 343	277 210	170 106	259 185				
SAT. 9.00P 60 ABC CS										98 98		B	20.7	34	1724	1799	778 306	858 277	475 425	396 327	558 196	326 303	250 194	175 94	208 151				
9.00 - 9.30												A	19.5	32	1624	1850	699 288	782 279	422 385	341 310	632 233	392 337	276 214	177 108	259 179				
9.30 - 10.00												A	22.9	37	1908	1853	714 297	802 276	436 400	362 309	624 235	389 350	274 204	168 106	259 190				
MAGNUM, P.I.										20	205 198	A	22.0	34	1833	1854	711 269	788 267	445 389	345 301	638 233	386 345	284 217	173 60	255 144				
THU. 8.00P 60 CBS PD										99 99		B	22.6	35	1883	1764	726 268	785 228	418 402	393 305	630 207	367 337	308 226	166 57	183 118				
8.00 - 8.30												A	20.6	32	1716	1892	714 267	793 271	445 379	340 310	653 244	396 354	286 221	174 61	272 151				
8.30 - 9.00												A	23.5	35	1958	1809	706 268	778 263	442 394	345 291	625 225	377 338	278 214	170 58	236 139				
MAMA'S FAMILY										7	190 185	A	15.5	25	1291	1972	805 339	907 239	471 407	390 384	592 203	357 335	284 188	172 101	301 191				
SAT. 9.00P 30 NBC CS										96 95		B	16.2	26	1349	1827	724 266	800 214	424 390	372 320	563 188	329 308	271 185	185 101	279 190				
M*A*S*H										17	202	A	23.1	32	1924	1891	668 273	709 361	552 488	300 123	682 336	512 456	284 141	260 120	240 166				
1 MON. 9.00P 30 CBS CS										99		B	22.6	32	1883	1726	712 307	787 310	485 435	330 256	599 259	404 355	259 166	185 89	155 105				
M*A*S*H SPECIAL(S)										207		A	60.2	77	5015	2113	857 388	949 391	646 534	416 252	759 332	541 463	340 169	241 100	164 107				
2 MON. 8.30P 150 CBS CS										99		A	57.9	72	4823	2203	860 389	950 388	628 520	407 269	749 313	517 447	341 185	258 104	246 150				
8.30 - 9.00																													
CONT'D																													

PROGRAM NAME					T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																															
									VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																															
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	K E Y	AVG. AUD. SHARE %	AVG. AUD. SHARE %	(0,000)	TOTAL PERSONS (2+)	LADY WORK- ING HOUSE WOM.	WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)														
															TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL FEM.	TOTAL 6-11												
EVENING CONT'D																																								
M*A*S*H SPECIAL(S)-CONT'D																																								
		9.00 - 9.30						A	61.5	76	5123	2125	847	384	932	378	626	527	414	252	757	323	538	463	344	173	252	105	184	116										
		9.30 - 10.00						A	61.7	78	5140	2086	845	381	934	384	636	530	413	246	757	332	542	463	340	171	243	103	152	100										
		10.00 - 10.30						A	60.8	79	5065	2073	864	388	956	402	661	541	419	245	763	340	550	466	342	164	230	100	124	84										
		10.30 - 11.00						A	59.2	79	4931	2077	865	392	964	407	673	553	422	241	766	345	556	471	340	160	233	90	114	83										
MATT HOUSTON																																								
	SUN.	8.00P	60	ABC	PD	99	99	A	18.6	27	1549	2071	754	340	803	308	546	511	404	205	747	281	490	472	381	170	252	90	269	171										
		8.00 - 8.30						B	15.6	23	1299	1909	697	320	771	283	481	447	374	238	707	264	478	443	365	178	195	73	236	167										
		8.30 - 9.00						A	17.6	26	1466	2092	754	346	797	308	546	514	401	199	758	293	498	467	379	174	268	103	269	175										
								A	19.6	28	1633	2039	747	335	801	304	540	511	408	206	734	272	484	479	379	163	239	80	265	169										
NBC MONDAY NIGHT MOVIES																																								
	1 MON.	9.00P	120	NBC	FF	99	97	A	13.7	19	1141	1668	769	332	841	243	487	464	436	307	607	180	320	312	312	237	102^	74^	118	78^										
	2 MON.	8.00P	180					B	16.8	25	1399	1637	784	306	856	259	478	450	430	314	555	183	326	303	272	187	122	71	104	67										
		8.00 - 8.30						A	10.5	14	875	1848	716	295	769	240^	442	403	401	287	662	187^	318	359	347	268^	65^	32^	352	238^										
		8.30 - 9.00						A	8.1	10	675	1790	737	343^	786	209^	451	435	439	292^	692	137^	300^	324^	418	300^	83^	65^	229^	136^										
		9.00 - 9.30						A	14.7	19	1225	1722	802	349	890	237	501	474	467	339	598	166	310	283	306	246	126	80^	108	58^										
		9.30 - 10.00						A	14.8	20	1233	1674	778	340	857	255	501	472	438	311	599	177	320	307	307	234	123	89^	95^	70^										
		10.00 - 10.30						A	14.9	21	1241	1600	763	325	833	248	489	467	430	297	589	184	319	307	303	226	92^	71^	86^	62^										
		10.30 - 11.00						A	14.8	22	1233	1586	754	323	821	247	485	466	422	290	609	200	343	328	306	222	88^	69^	68^	45^										
NBC NEWS CAPSULE-M-F																																								
	1 M-F	8.58P	1	NBC	N	86	87	A	11.6	17	966	1884	697	285	755	260	454	422	363	252	618	217	384	354	305	194	195	110	316	209										
	2 MON.	8.55P	1					B	13.0	20	1083	1839	722	264	782	252	434	403	357	289	592	213	359	321	267	197	195	109	270	185										

2 TU-F	8.58P	1																										
NBC NEWS CAPSULE-2-M-F			50	169	176	A 10.5	15	875	1718	701	271	733	264	445	402	353	245	661	211	388	369	340	220	149	66^	175	109	
1 TU&TH	9.58P	1	NBC N	86	89	B 12.3	19	1025	1746	715	282	768	281	473	440	358	237	628	254	420	369	287	169	181	86	169	120	
2 MON.	9.55P	1																										
2 WED.	9.53P	1																										
2 FRI.	9.58P	1																										
NBC NEWS CAPSULE-SAT			22	169	176	A 13.4	22	1116	1897	759	313	855	210	428	389	374	370	486	125	245	253	235	205	259	164	297	208	
SAT.	8.58P	1	NBC N	87	89	B 12.5	21	1041	2000	742	272	820	256	440	384	340	318	542	192	312	286	232	184	246	136	392	290	
NBC NEWS CAPSULE-2-SAT.			11	167		A 9.1	15	758	1815	854	303^	971	263^	458	412	322	455	527	169^	273^	283^	194^	227^	158^	91^	159^	76^	
1 SAT.	9.58P	1	NBC N	86		B 9.8	16	816	1803	726	249	803	220	438	419	390	294	548	186	323	307	258	178	198	121	254	169	
NBC NEWS CAPSULE-SUN			22	178	177	A 11.7	17	975	1969	643	243	712	267	427	374	317	236	616	171	410	406	371	161	261	117^	380	218	
SUN.	8.58P	1	NBC N	88	89	B 14.6	21	1216	2057	698	287	757	275	477	425	358	227	700	272	480	411	341	177	253	118	347	246	
NBC NEWS CAPSULE-2-SUN.			11	175		A 14.3	22	1191	1856	730	239	830	379	619	505	381	154^	739	242	557	526	447	148^	178^	65^	109^	87^	
2 SUN.	10.00P	1	NBC N	92		B 16.8	25	1399	1820	731	306	788	295	523	471	397	211	735	287	509	455	375	171	170	84	127	96	
NBC NIGHTLY NEWS-SAT.			16	155	164	A 7.2	14	600	1585	676	237	799	174^	342	347	382	370	739	163^	381	371	367	319	24^	LT	23^	LT	
SAT.	6.30P	30	NBC N	82	88	B 9.6	18	800	1560	699	205	752	145	301	281	337	399	631	132	295	295	320	283	60	30	117	78	
NBC NIGHTLY NEWS-SUN			14	170	165	A 9.0	16	750	1667	660	250	733	192	373	353	358	313	678	163	328	381	333	282	118^	54^	138^	60^	
SUN.	6.30P	30	NBC N	86	86	B 7.9	14	658	1612	699	249	753	192	347	322	330	350	635	134	305	329	337	274	89	36	135	83	
NBC NIGHTLY NEWS			109	207	207	A 11.7	20	975	1609	711	279	780	156	335	346	413	376	633	153	296	304	320	285	57^	28^	139	96	
M-F	6.30P	30	NBC N	99	99	B 11.7	20	975	1585	718	232	769	151	323	320	380	390	628	149	289	289	306	293	79	40	109	71	
NBC REPORTS(S)						A 6.2	11	516	1593	720	305^	720	180^	363^	332^	311^	314^	657	195^	365^	415^	325^	242^	134^	56^	82^	65^	
2 SAT.	10.00P	60	NBC DN	97																								
CONT'D																												

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																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																								
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11							
EVENING CONT'D																																								
NBC REPORTS(S)-CONT'D																																								
10.00 - 10.30													A	6.7	12	558	1591	708	282^	708	160^	355^	327^	323^	310^	662	174^	355^	401^	329^	261^	137^	58^	84^	66^					
10.30 - 11.00													A	5.8	10	483	1540	713	314^	713	194^	363^	331^	288^	310^	628	211^	362^	412^	306^	216^	124^	50^	75^	58^					
NBC SUNDAY NIGHT MOVIE													18	199	193																									
SUN. 9.00P 120 NBC FF 99 99													B	16.1	24	1341	1765	731	260	825	357	572	492	369	200	692	259	490	444	369	158	136	62^	112	74^					
9.00 - 9.30													B	17.7	27	1474	1834	713	297	774	296	525	456	385	198	697	286	490	429	341	154	202	90	161	115					
9.30 - 10.00													A	16.2	24	1349	1832	735	264	832	353	566	476	376	217	707	265	492	451	379	163	138	63^	155	93					
10.00 - 10.30													A	16.2	24	1349	1787	735	259	833	370	583	500	365	195	701	259	499	461	379	156	136	63^	117	78^					
10.30 - 11.00													A	16.0	24	1333	1742	736	257	829	357	577	503	375	195	681	256	486	441	362	150	137	63^	95	67^					
													A	15.9	25	1324	1705	720	263	809	348	567	491	363	191	677	261	486	430	352	152	133	58^	86^	57^					
NEW ODD COUPLE													15	197																										
1 FRI. 8.30P 30 ABC CS 98													A	13.8	22	1150	1595	771	338	858	346	560	470	380	257	595	193^	364	388	332	150^	50^	37^	92^	65^					
													B	14.5	24	1208	1738	733	297	812	272	461	410	366	292	595	223	379	353	287	165	151	80	180	126					
NEWHART													17	201																										
1 MON. 9.30P 30 CBS CS 99													A	19.9	28	1658	1875	718	271	776	367	581	551	336	154	662	323	484	444	261	148	229	100^	208	155					
													B	20.2	29	1683	1664	734	313	804	290	473	439	357	278	594	239	381	343	262	180	142	72	124	84					
NEWSBREAK-M-F													108	187	184																									
1 MTHF 8.58P 1 CBS N 93 93													A	20.1	29	1674	1909	774	296	834	302	479	407	342	307	613	229	376	330	279	199	186	90	276	166					
													B	15.9	24	1324	1784	709	255	772	241	414	384	355	299	560	191	323	293	266	201	165	79	287	174					
1 TUE. 8.58P 2																																								
1 WED. 9.12P 1																																								
2 MON. 9.07P 1																																								
2 TU-F 8.58P 1																																								
NEWSBREAK-SAT.													22	184	178	A	12.3	20	1025	2182	651	368	705	319	546	458	332	116^	750	329	565	436	356	131	256	118^	471	327		
1 SAT. 8.58P 1 CBS N 94 93													B	12.8	21	1066	2032	713	252	760	244	455	417	369	256	636	229	408	360	325	185	202	82	434	276					
2 SAT. 8.57P 2																																								
NEWSBREAK-SUN.													22	189	186	A	18.5	27	1541	1623	792	318	846	230	411	364	366	401	550	164	300	273	276	212	78	46^	149	107^		
SUN. 8.58P 1 CBS N 95 95													B	18.2	26	1516	1671	765	295	834	236	396	362	354	386	580	179	299	287	267	236	107	62	150	98					
9 TO 5													18	202	201	A	21.3	32	1774	1750	662	307	718	292	471	429	328	184	615	258	401	353	276	160	206	93	211	134		
TUE. 9.30P 30 ABC CS 99 99													B	19.6	30	1633	1758	723	299	792	327	523	450	346	216	542	231	373	324	239	128	226	117	198	147					
ONE DAY AT A TIME													16	200																										
2 SUN. 9.30P 30 CBS CS 99													A	20.2	30	1683	1844	918	418	959	284	502	437	433	398	633	179	386	337	328	200	98^	41^	154	99					
													B	20.1	30	1674	1678	768	307	851	266	440	407	365	356	544	193	311	286	235	191	151	89	132	99					
POWERS OF MATTHEW STAR													19	197	192	A	11.8	19	983	1883	650	285	714	247	405	389	316	255	608	213	375	332	292	201	198	91^	363	251		
FRI. 8.00P 60 NBC GD 97 95													B	12.1	20	1008	2002	703	291	766	274	480	434	378	228	634	238	424	372	314	176	246	115	356	261					
8.00 - 8.30													A	11.5	18	958	1885	658	282	714	245	394	388	315	266	619	219	377	330	288	213	189	80^	363	251					
8.30 - 9.00													A	12.0	19	1000	1885	640	288	711	249	415	390	317	243	600	209	377	337	296	189	211	102^	363	251					
QUINCY, M.E.													19	204																										
1 WED. 10.00P 60 NBC OP 99													A	14.7	23	1225	1480	667	223	725	269	447	457	339	219	598	192^	386	369	338	170^	134^	73^	23^	1					
													B	14.2	23	1183	1548	713	290	771	271	469	453	358	237	599	237	404	357	277	161	127	76	51	3					
10.00 - 10.30													A	14.3	22	1191	1478	639	226	703	248	426	439	334	226	598	191^	386	369	343	172^	144^	73^	33^	1					
10.30 - 11.00													A	15.1	24	1258	1474	695	220	745	288	466	474	342	213	596	193	386	367	332	167^	119^	71^	14^						
REAL PEOPLE													20	199	208	A	16.6	25	1383	1777	744	264	786	214	416	401	385	324	586	128	305	299	334	236	137	73^	268	161		
WED. 8.00P 60 NBC PV 96 98													B	17.5	27	1458	1793	748	251	797	224	397	377	353	344	579	189	321	290	259	219	177	97	230	151					
8.00 - 8.30													A	16.2	25	1349	1799	758	267	799	214	419	407	390	333	584	122	298	297	329	242	139	69^	277	171					
8.30 - 9.00													A	17.0	25	1416	1742	730	258	770	212	413	394	380	312	583	132	310	297	335	230	133	74^	256	161					
REMINGTON STEELE													19	200	199	A	14.1	24	1175	1719	703	255	745	324	537	512	340	164	643	248	446	431	347	151	185	86^	146	11		
FRI. 10.00P 60 NBC GD 99 98													B	13.5	23	1125	1766	700	287	764	296	522	481	380	190	628	231	432	413	332	145	203	91	171	121					
10.00 - 10.30													A	14.2	23	1183	1724	698	267	743	319	537	512	341	162	642	245	440	424	349	150	188	94^	151	111					
10.30 - 11.00													A	14.1	24	1175	1693	701	242	740	323	530	509	337	165	639	251	446	433	340	151	176	77^	138	111					

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																			
																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
WK	#	DAY	START	TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	K	Y	AVG. AUD. SHARE %	AVG. AUD. % (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORK- ING WOHL.	WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)					
																			TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL FEM.	TOTAL 6-11			
EVENING CONT'D																																			
RENEGADES										1	195	A	10.8	17	900	1652	520	178^	547	245^	379	344	282	135^	603	218^	393	391	332	162^	276	139^	226^	183^	
2 FRI.											99	B	10.8	17	900	1652	520	178	547	245	379	344	282	135	603	218	393	391	332	162	276	139	226	183	
9.00 - 9.30												A	10.8	17	900	1634	501	188^	532	230^	363	332	273	138^	629	237^	424	412	335	161^	259^	138^	214^	181^	
9.30 - 10.00												A	10.7	16	891	1672	539	166^	562	259^	395	360	293	132^	576	200^	364	371	330	162^	295	141^	239^	188^	
RINGLING BROS. CIRCUS(S)										204		A	17.7	26	1474	1959	838	275	848	207	327	333	355	437	615	155^	257	226	278	309	81^	38^	415	225	
2 TUE.											99	A	17.3	26	1441	1897	826	261	835	198	312	313	337	449	605	153^	252	212	266	315	82^	38^	375	202	
8.00 - 8.30												A	18.2	27	1516	1998	846	290	858	218	340	348	366	424	615	153^	257	232	286	302	74^	34^	451	245	
8.30 - 9.00																																			
RIPLEY'S BELIEVE IT-NOT										21	184	178	A	12.6	20	1050	2178	697	341	747	331	512	462	329	185	745	312	512	440	353	178	292	114^	394	257
SUN.											95	94	B	12.2	19	1016	2008	679	305	751	291	518	462	355	195	711	276	486	446	355	168	231	103	315	228
7.00 - 7.30												A	12.0	19	1000	2171	713	345	764	334	521	474	336	193	734	295	497	427	348	187	274	103^	399	258	
7.30 - 8.00												A	13.2	20	1100	2175	681	337	727	327	503	450	322	174	752	320	522	448	358	174	309	124	387	256	
ST. ELSEWHERE										14	203	197	A	12.0	20	1000	1582	733	352	787	263	497	451	381	247	631	239	413	413	307	169	115^	54^	49^	39^
TUE.											99	97	B	11.4	19	950	1507	709	289	773	280	482	431	363	238	607	250	424	394	289	140	90	40	37	19
10.00 - 10.30												A	12.1	20	1008	1577	732	356	787	260	495	443	378	250	622	230	402	407	309	170	116^	56^	52^	41^	
10.30 - 11.00												A	12.0	21	1000	1565	722	338	776	261	493	454	381	242	634	247	421	413	299	168	112^	52^	43^	34^	
SEVEN BRIDES/SEVEN BROS.										16	199	A	13.2	20	1100	1818	765	319	853	293	411	336	240	384	528	166^	298	226	245	224	118^	95^	319	194^	
2 WED.											99	B	14.2	22	1183	1663	702	279	802	263	414	365	337	326	474	150	247	206	213	196	151	92	236	149	
8.00 - 8.30												A	12.7	20	1058	1841	761	335	861	290	406	334	254	388	547	181^	317	223^	245	230	102^	82^	331	195^	
8.30 - 9.00												A	13.7	21	1141	1785	766	301	839	289	410	335	225	381	503	149^	278	227	245	214	133^	108^	310	194^	

SILVER SPOONS					21	195	199	A	15.7	26	1308	1946	723	316	831	249	448	376	329	334	493	160	280	277	229	177	259	150	363	247
SAT.	8.30P	30	NBC	CS		97	98	B	15.2	25	1266	2016	729	275	810	264	443	385	328	306	512	190	307	278	217	163	275	152	419	302
SIMON & SIMON					19	202	190	A	21.6	33	1799	1711	757	290	819	270	479	442	380	287	604	221	387	356	282	185	138	54^	150	99
THU.	9.00P	60	CBS	PD		99	99	B	21.0	32	1749	1650	726	260	784	237	441	425	403	275	596	197	361	332	302	198	152	57	126	81
	9.00 - 9.30							A	20.8	31	1733	1731	744	286	810	263	462	430	372	294	609	225	387	356	280	191	143	56^	169	110
	9.30 - 10.00							A	22.4	34	1866	1685	766	291	824	278	492	450	382	282	597	216	384	354	283	179	135	53^	129	85
60 MINUTES					22	208	205	A	25.0	39	2083	1577	737	287	784	185	354	355	377	378	651	167	328	336	333	275	60	27^	82	63
SUN.	7.00P	60	CBS	DN		99	99	B	25.5	40	2124	1605	745	274	791	175	338	345	375	389	682	181	341	343	343	283	59	25	73	46
	7.00 - 7.30							A	24.1	39	2008	1567	724	278	769	180	348	351	371	368	655	166	327	338	340	276	59^	29^	84	65
	7.30 - 8.00							A	25.9	40	2157	1582	748	296	799	190	359	360	383	387	645	168	326	333	322	276	59	24^	79	61
SPECIAL MOVIE PRSNT.-CBS(S)					201			A	28.6	42	2382	1837	824	319	897	300	496	468	371	346	626	259	397	349	272	198	138	81^	176	99^
1 SUN.	9.00P	135	CBS	FF		99		A	27.9	40	2324	1905	816	317	894	309	495	461	364	349	654	277	421	362	283	206	152	88^	205	114
	9.00 - 9.30							A	28.9	41	2407	1926	825	315	891	300	497	471	383	337	649	281	422	372	278	194	161	99^	225	129
	9.30 - 10.00							A	29.5	43	2457	1823	826	312	892	287	494	468	375	347	609	247	380	341	268	193	138	84^	184	102
	10.00 - 10.30							A	29.0	44	2416	1775	835	326	909	300	502	474	376	350	616	248	385	335	265	203	114	68^	136	79^
	10.30 - 11.00																													
SQUARE PEGS					17	192		A	16.3	23	1358	2162	691	339	772	471	644	471	227	117^	472	273	359	320	166^	80^	333	208	585	363
1 MON.	8.30P	30	CBS	CS		98		B	15.6	23	1299	1899	656	284	737	312	488	406	296	209	515	218	363	309	234	124	308	173	339	241
T.J. HOOKER					20	191	189	A	16.2	27	1349	1837	714	258	788	232	416	382	378	325	693	214	394	384	336	255	92	35^	264	178
SAT.	8.00P	60	ABC	OP		96	96	B	15.8	27	1316	1788	731	280	800	218	428	413	414	313	656	211	386	367	329	227	134	52	198	135
	8.00 - 8.30							A	15.0	26	1250	1831	705	264	782	224	414	379	379	324	686	219	391	381	330	251	96^	37^	267	183
	8.30 - 9.00							A	17.4	29	1449	1833	721	252	789	237	415	383	378	321	694	207	394	383	341	258	88	33^	262	174
TEACHERS ONLY					4	191	189	A	11.9	19	991	1884	821	365	931	260	497	400	381	390	552	179	331	314	252	187	185	104^	216	143
SAT.	9.30P	30	NBC	CS		95	97	B	12.0	20	1000	1784	750	290	828	209	443	391	382	339	562	181	327	307	267	187	189	109	205	142

PROGRAM NAME										I/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)							
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11						
LATE FRINGE CONT'D																																	
CBS NEWS NIGHTWATC-CONT'D																																	
1	MTUHS	2.30A	210	CBS	N	92	92	B	1.0	23	83	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT							
1	WED.	2.48A	192																														
2	M-THSU	2.30A	210																														
		2.30 - 3.00						A	1.5	23	125	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT								
		3.00 - 3.30						A	1.2	23	100	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT								
		3.30 - 4.00						A	1.1	26	92	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT								
		4.00 - 4.30						A	1.0	26	83	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT								
		4.30 - 5.00						A	.9	25	75	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT								
		5.00 - 5.30						A	.9	25	75	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT								
		5.30 - 6.00						A	1.0	25	83	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT								
CBS SUNDAY NEWS-OSGOOD																																	
1	SUN.	11.15P	15	CBS	N	63	67	B	5.4	11	450	1271	702	318	755	159^	304	324	368	411	500	190^	309	297	199^164^	LT	LT						
2	SUN.	11.00P	15					B	6.1	13	508	1280	658	247	683	169	276	285	306	356	548	174	307	310	248	200	32	20					
DAVID LETTERMAN I																																	
	M-TH	12.30A	30	NBC	GV	95	96	B	2.7	14	225	1111	427	169^	538	298	347	191^	169^169^	564	351	440	311	187^102^	LT	LT							
								B	3.0	16	250	1124	475	180	549	248	335	246	201	180	523	304	429	313	176	73	42	LT					
DAVID LETTERMAN II																																	
	M-TH	1.00A	30	NBC	GV	95	96	B	2.1	14	175	989	315^143^	441	297^	314^121^	144^103^			548	342	468	296^	189^	69^	LT	LT						
								B	2.3	16	192	997	386	145	465	237	296	202	151	142	490	316	417	277	139	57	36	LT					
DAVID LETTERMAN SPEC.(S)																																	
2	FRI.	12.30A	90	NBC	GV		93	A	4.0	19	333	1057	276^126^	327^234^	234^138^	60^	75^			604^304^	526^384^	228^	78^	57^	15^	69^	27^						
		12.30 - 1.00						A	4.7	18	392	1171	264^	54^	355^230^	230^184^	82^	78^			651	373^	574^351^	220^	77^	40^	40^						
		1.00 - 1.30						A	4.1	19	342	1038	310^158^		310^231^	231^114^	35^	79^			669^260^	602^494^	342^	67^	LT	LT							
		1.30 - 2.00						A	3.2	19	267	906	258^199^		303^247^	247^104^	56^	56^			445^258^	351^288^	93^	94^	158^	LT							
LAST WORD																																	
1	MTUWF	12.00M	60	ABC	N	75	169	165	A	2.4	10	200	1205	540	184^	579	140^	325	265^	320	219^	585	215^	385	370	290^161^	31^	LT					
2	MTUHF	12.00M	60			88	88	B	2.7	11	225	1150	544	188		584	157	335	321	330	188	524	186	314	311	259	162	34	LT				
		12.00 - 12.30						A	2.9	11	242	1186	533	182^	583	145^	323	260	310	227^	567	211^	385	352	281	153^	28^	LT					
		12.30 - 1.00						A	1.9	9	158	1171	538	165^	557	134^	329^266^	322^196^			570	209^	361^374^	284^158^	LT	LT	LT	LT					
LATE MOVIE I																																	
1	M & TH	11.30P	71	CBS	FF	116	163	161	A	6.4	22	533	1266	658	289	701	263	471	402	320	195	495	215	348	335	229	102^	48^	26^				
1	TUE.	11.30P	72			86	86	B	6.0	21	500	1299	649	292		718	240	437	407	363	207	509	216	351	318	230	118	58	29				
1	WED.	11.48P	71																														
1	FRI.	11.30P	76																														
2	M & TU	11.30P	71																														
2	W & TH	11.30P	72																														
2	FRI.	11.30P	75																														
		11.30 - 12.00						A	6.9	20	575	1336	690	300	735	281	474	402	323	214	525	219	356	348	242	122	50^	27^					
		12.00 - 12.30						A	6.3	24	525	1240	642	288	688	262	471	405	316	187	488	220	352	337	224	90^	45^	24^					
		12.30 - 1.00						A	5.2	27	433	921	563	215^	563	140^	344^302^	287^219^			321^109^	242^273^	212^	48^	37^	37^	LT	LT					
LATE MOVIE II																																	
1	M & TH	12.41A	46	CBS	FF	116	163	161	A	4.3	25	358	1134	585	217	622	198	418	369	312	181	439	191	321	329	235	59^	45^	20^				
1	TUE.	12.42A	49			86	86	B	4.1	24	342	1184	558	262	629	211	409	383	333	159	495	216	352	319	232	99	46	17	LT				
1	WED.	12.59A	46																														
1	FRI.	12.46A	47																														
2	MON.	12.41A	48																														
2	TUE.	12.41A	45																														
2	WED.	12.42A	53																														
CONT'D																																	

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																								
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORK-ING WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)													
															TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL	6-11											
LATE FRINGE CONT'D																																								
LATE MOVIE II-CONT'D																																								
2	THU.	12.42A	49																																					
2	FRI.	12.45A	41																																					
1.00 - 1.30															A	4.2	26	350	1097	569	212	598	173	390	357	319	186	428	179	317	329	243	51	48	22	23	17			
NBC LATE NIGHT MOVIE															22	57	56	A	1.3	4	108	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT		
1	SUN.	11.30P	40	NBC	FF	38	38	B	1.5	5	125	593	260	82	289	107	191	156	135	83	283	135	200	179	111	74	LT	LT	LT	LT										
2	SUN.	11.30P	64																																					
11.30 - 12.00															A	1.3	4	108	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT				
12.00 - 12.30															A	1.3	6	108	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT		
NBC NEWS OVERNIGHT-M-F															109	144	144	A	1.3	12	108	352	112	66	121	65	102	55	56	LT	231	157	166	74	56	65	LT	LT	LT	LT
1	MON.	1.30A	45	NBC	N	90	90	B	1.4	13	117	484	160	62	195	96	128	91	74	59	256	141	188	148	73	60	LT	LT	LT	LT										
1	TUE.	1.30A	31																																					
1	WED.	1.30A	43																																					
1	THU.	1.30A	44																																					
	FRI.	2.00A	26																																					
2	MON.	1.30A	33																																					
2	TU&TH	1.30A	31																																					
2	WED.	1.30A	29																																					
1.30 - 2.00															A	1.2	11	100	790	320	149	350	160	190	140	130	130	440	250	360	220	190	80	LT	LT	LT	LT			
2.00 - 2.30															A	2.0	16	167	437	162	96	198	102	162	126	96	36	239	138	167	125	29	72		LT	LT	LT	LT		
SATURDAY NIGHT															20	196	197	A	7.0	20	583	1580	582	268	637	312	519	402	243	99	533	296	424	381	199	59	335	177	75	75
1	SAT.	11.30P	82	NBC	GV	95	97	B	7.2	22	600	1549	571	274	634	330	488	376	237	120	638	366	545	436	241	62	226	118	51	40										
2	SAT.	11.30P	81																																					
11.30 - 12.00															A	7.9	20	658	1787	693	304	740	296	584	481	333	145	601	259	476	481	299	72	379	192	67	67			
12.00 - 12.30															A	6.9	21	575	1463	542	249	604	330	493	364	189	91	467	311	360	300	106	65	311	172	81	81			
12.30 - 1.00															A	5.9	20	491	1401	448	244	495	295	433	315	175	31	515	345	434	328	158	26	307	171	84	84			
SCTV NETWORK															16	187		A	3.3	16	275	1124	535	299	651	379	444	269	159	153	433	226	375	368	193	40	40	40	LT	LT
1	FRI.	12.30A	90	NBC	GV	97		B	3.2	15	267	1241	425	176	517	295	395	263	162	102	513	280	427	341	197	62	188	104	23	LT										
12.30 - 1.00															A	4.2	16	350	1251	508	297	619	334	411	234	153	172	566	229	474	445	302	72	66	66	LT	LT			
1.00 - 1.30															A	3.1	15	258	1097	547	310	686	380	454	271	186	156	376	244	337	344	132	LT	35	35	LT	LT			
1.30 - 2.00															A	2.6	16	217	949	567	294	654	443	479	332	137	115	295	202	263	277	93	LT	LT	LT	LT	LT	LT		
TONIGHT SHOW															109	208	209	A	6.5	21	541	1299	587	186	644	224	365	298	287	231	582	236	399	363	254	153	45	32	28	16
M-F	11.30P	60	NBC	GV	99	99		B	6.8	22	566	1302	635	204	683	212	383	342	343	251	549	210	369	319	252	151	51	24	19	11										
11.30 - 12.00															A	7.4	21	616	1343	597	179	651	218	368	305	300	236	608	235	413	384	276	160	51	34	33	20			
12.00 - 12.30															A	5.7	21	475	1196	559	182	617	227	352	278	260	219	532	231	368	327	217	141	32	23	15	LT			
VIEWPOINT(S)															188			A	3.8	15	317	1252	567	195	621	230	344	268	325	192	631	293	401	364	281	148	LT	LT	LT	LT
1	THU.	11.30P	106	ABC	N	97		A	6.0	17	500	1180	580	198	626	209	344	312	351	196	554	210	340	312	264	160	LT	LT	LT	LT										
11.30 - 12.00															A	3.5	13	292	1161	589	223	623	236	340	246	318	192	538	216	333	298	281	140	LT	LT	LT	LT			
12.00 - 12.30															A	2.9	14	242	1541	546	190	603	232	313	223	309	190	938	607	666	578	298	149	LT	LT	LT	LT			
12.30 - 1.00																																								
WEEKDAY DAYTIME																		A	8.0	22	666	1833	697	190	751	277	462	383	370	234	462	251	349	200	147	80	294	193	326	219
ABC AFTERSCHOOL SPECIAL(S)															191			A	7.5	22	625	1725	721	167	766	262	454	379	381	256	412	250	317	160	98	64	249	199	298	200
2	WED.	4.30P	60	ABC	FV	97		A	8.4	22	700	1929	680	207	743	288	471	387	364	220	501	253	372	230	187	94	332	191	353	237										
4.30 - 5.00																																								
5.00 - 5.30																																								

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION															
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+
WEEKDAY DAYTIME CONT'D																															
ABC DAYTIME NEWSBRIEF-M-F						108	177	177	A	7.8	25	650	1245	767	206	854	422	652	510	353	164	233	122	176	122	89	47	70	57	88	29
M-F 1.57P 2 ABC N						94	94		B	8.4	28	700	1279	823	223	926	442	676	499	379	203	216	114	149	101	69	58	57	45	80	29
ABC WORLD NEWS-MORN-645A						40	150	148	A	1.9	16	158	1025	644	347	644	227	379	380	317	246	305	83	134	164	170	134	45	45	31	LT
M-F 6.45A 15 ABC N						89	88		B	1.8	16	150	632	368	224	374	152	235	205	174	130	198	53	84	111	109	82	LT	LT	34	LT
ALL MY CHILDREN						109	202	202	A	8.8	29	733	1259	777	205	873	438	659	497	336	175	224	113	160	112	83	53	72	55	90	28
M-F 1.00P 60 ABC DD						99	99		B	9.5	32	791	1276	813	219	917	444	675	495	370	195	215	111	147	101	69	59	58	44	86	31
1.00 - 1.30									A	8.6	28	716	1239	766	203	861	446	654	485	321	171	220	110	153	109	82	55	69	54	89	27
1.30 - 2.00									A	9.1	30	758	1253	781	199	876	426	657	503	345	179	222	114	161	110	82	51	67	53	88	30
ANOTHER WORLD						109	202	203	A	5.0	18	417	1393	848	157	978	355	515	425	376	403	242	113	132	70	59	103	62	48	111	32
M-F 2.00P 60 NBC DD						99	99		B	4.8	17	400	1221	826	159	906	297	441	387	383	400	202	78	106	72	66	88	43	32	70	23
2.00 - 2.30									A	5.2	18	433	1379	834	154	972	356	517	425	373	396	225	99	116	64	58	100	67	49	115	35
2.30 - 3.00									A	4.9	18	408	1373	843	153	968	348	506	412	371	406	250	125	146	72	56	100	54	44	101	27
AS THE WORLD TURNS						113	205	203	A	7.8	26	650	1351	845	152	899	258	424	405	363	420	270	91	142	127	115	121	28	17	154	60
M-F 1.30P 60 CBS DD						99	99		B	7.6	26	633	1272	855	148	925	233	418	411	408	445	233	74	112	94	96	109	29	18	85	27
1.30 - 2.00									A	7.6	25	633	1324	824	146	879	230	389	376	354	437	277	88	137	126	116	132	24	18	144	55
2.00 - 2.30									A	8.1	28	675	1345	848	154	900	280	447	427	362	395	258	90	143	125	111	111	29	15	158	63
CAPITOL						113	194	192	A	5.8	21	483	1375	874	216	911	319	507	471	360	359	243	97	149	121	103	89	62	31	159	46
M-F 2.30P 30 CBS DD						96	96		B	6.0	22	500	1231	830	170	900	255	452	433	393	386	203	71	102	80	81	93	39	20	89	25
CBS EARLY MORNING NEWS						105	126	126	A	1.3	17	108	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT
M-F 6.30A 30 CBS N						88	88		B	1.2	14	100	73	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT
CBS MORNING NEWS 1						105	187	187	A	3.7	18	308	1198	621	159	644	117	338	311	335	287	460	129	253	247	230	201	LT	LT	88	35
M-F 7.30A 30 CBS N						99	99		B	3.2	17	267	1157	579	155	613	76	259	277	342	309	468	81	155	172	249	272	20	LT	56	20
CBS MORNING NEWS 2						105	187	187	A	3.3	15	275	1167	669	141	695	145	250	207	302	419	378	108	178	156	168	189	LT	LT	80	LT
M-F 8.30A 30 CBS N						99	99		B	3.4	16	283	1182	666	142	695	126	244	236	313	404	409	83	155	159	184	229	23	LT	55	LT
CBS SPORTS SPECIAL(S)						99			A	2.0	5	167	1144	424	119	431	LT	119	119	143	312	713	305	305	131	192	408	LT	LT	LT	LT
2 MON. 4.00P 60 CBS SE						57			A	2.0	6	167	1048	281	LT	281	LT	LT	LT	281	767	336	336	126	245	431	LT	LT	LT	LT	
4.00 - 4.30									A	2.0	5	167	1210	563	234	563	LT	234	234	275	329	647	270	270	138	137	377	LT	LT	LT	LT
4.30 - 5.00																															
CHILD'S PLAY						113	165	164	A	4.6	20	383	1300	660	160	723	255	389	342	238	295	316	117	188	129	100	117	68	37	193	45
M-F 10.30A 30 CBS QP						86	86		B	4.1	19	342	1307	676	129	746	259	389	334	283	302	313	119	165	129	96	130	58	32	190	52
DAYS OF OUR LIVES						109	208	209	A	6.5	21	541	1433	840	153	934	326	485	465	389	368	317	141	192	126	100	119	62	41	120	34
M-F 1.00P 60 NBC DD						99	99		B	5.6	19	466	1330	860	156	939	306	460	416	387	414	278	105	147	103	96	123	42	31	71	21
1.00 - 1.30									A	6.1	20	508	1421	838	151	940	324	473	456	389	385	314	138	192	117	100	121	55	35	112	26
1.30 - 2.00									A	6.8	22	566	1436	843	149	931	332	498	473	388	356	316	141	191	129	99	118	63	42	126	37
EARLY TODAY M-F						110	168	167	A	1.5	14	125	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	
M-F 6.30A 25 NBC N						91	91		B	1.3	14	108	638	299	116	319	58	142	189	213	128	255	76	160	176	123	68	LT	LT	LT	LT
EDGE OF NIGHT						107	146	145	A	4.0	12	333	1360	651	164	742	321	546	445	358	162	234	77	152	110	99	70	204	162	180	103
M-F 4.00P 30 ABC DD						78	77		B	3.9	12	325	1296	712	208	822	359	552	432	358	206	211	86	119	92	68	77	125	91	138	72
FACTS OF LIFE M-F						55	136	136	A	4.0	18	333	1616	742	81	814	378	538	375	255	240	354	182	231	210	122	81	111	96	337	106
M-F 10.00A 30 NBC C5						84	84		B	4.1	18	342	1582	705	136	766	309	488	370	280	239	328	141	206	168	122	97	144	103	344	142
FAMILY FEUD						109	176	174	A	5.5	21	458	1317	687	126	770	266	415	325	292	325	297	131	168	134	103	99	112	81	138	28
M-F 12.00N 30 ABC QP						90	89		B	5.5	21	458	1295	705	173	787	291	441	344	326	306	293	119	165	114	95	114	86	54	129	53

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION													
														VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES															
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	WOMEN					MEN					TEENS (12-17)	CHILDREN (2-11)					
													TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11			
WEEKDAY DAYTIME CONT'D																													
FANTASY																													
M-F 3.00P 60 NBC QG 119 165 164 83 83																													
3.00 - 3.30																													
3.30 - 4.00																													
GENERAL HOSPITAL																													
M-F 3.00P 60 ABC DD 108 203 203 99 99																													
3.00 - 3.30																													
3.30 - 4.00																													
GOOD MORNING, AMERICA-730																													
M-F 7.30A 30 ABC N 110 206 206 99 99																													
GOOD MORNING, AMERICA-830																													
M-F 8.30A 30 ABC N 110 203 203 99 99																													
GUIDING LIGHT																													
M-F 3.00P 60 CBS DD 112 203 203 99 99																													
3.00 - 3.30																													
3.30 - 4.00																													
HIT MAN																													
M-F 11.30A 30 NBC QG 45 184 184 92 92																													
JUST MEN																													
45 141 142																													
M-F 12.00N 30 NBC QG 70 70																													
LOVE BOAT DAYTIME																													
M-F 11.00A 60 ABC CS 110 186 185 95 95																													
11.00 - 11.30																													
11.30 - 12.00																													
NEWSBREAK-11.57																													
M-F 11.57A 2 CBS N 112 177 177 90 90																													
NEWSBREAK-3.57																													
M-F 3.57P 2 CBS N 112 189 188 97 97																													
ONE LIFE TO LIVE																													
M-F 2.00P 60 ABC DD 109 201 201 99 99																													
2.00 - 2.30																													
2.30 - 3.00																													
PRICE IS RIGHT 1																													
M-F 11.00A 30 CBS AP 112 205 204 99 99																													
PRICE IS RIGHT 2																													
M-F 11.30A 30 CBS AP 113 205 204 99 99																													
RYAN'S HOPE																													
M-F 12.30P 30 ABC DD 109 176 176 95 95																													
SALE OF THE CENTURY																													
M-F 10.30A 30 NBC QG 45 147 148 86 86																													
SEARCH FOR TOMORROW																													
M-F 12.30P 30 NBC DD 110 166 166 86 86																													

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST MAR. 1983 REPORT

PROGRAM NAME					T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																				
											VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	K E Y	AVG. AUD. %	AVG. SHARE %	(0,000)	TOTAL PERSONS (2+)	LADY WORK- ING HOUSE WOM.	WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)					
														TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL FEM.	TOTAL 6-11				
WEEKDAY DAYTIME CONT'D																															
TATTLETALES						111	114	113	A	3.1	10	258	1178	713	57v	756	216^	333	294	280	381	283	85^	100^	69^	96^	168^	LT	LT	131^	62^
1 M-F					4.00P	30	CBS	QG				1228	770	119	813	206	365	356	360	382	276	71	91	70	96	175	42	25	97	42	
2 TU-F					4.00P	30			B	2.9	9	242																			
TODAY SHOW-7.30AM						110	209	209	A	4.4	21	367	1308	660	201	711	117^	232	302	398	357	513	76^	256	300	306	213	22v	LT	62^	41v
M-F					7.30A	30	NBC	N				1289	660	180	692	102	236	320	388	349	492	81	205	254	264	224	46	24	59	36	
TODAY SHOW-8.30AM						110	209	209	A	4.6	21	383	1159	681	185	723	98^	227	292	363	389	394	55^	161	209	203	185	LT	LT	39v	16v
M-F					8.30A	30	NBC	N				1199	707	141	738	123	251	302	342	392	397	48	134	164	188	223	25	21	39	LT	
\$25,000 PYRAMID						113	160	158	A	4.8	21	400	1315	702	172	755	237	347	319	274	361	318	96^	146^	128^	115^	144^	54^	23v	188	30v
M-F					10.00A	30	CBS	QP				1257	686	138	750	215	354	340	332	332	329	112	164	141	120	143	44	22	134	37	
WHEEL OF FORTUNE						44	200	200	A	5.8	25	483	1300	710	126	779	190	315	283	344	388	353	139	202	178	123	130	37^	29v	131	31v
M-F					11.00A	30	NBC	QG				1323	752	121	818	213	355	328	351	396	318	106	150	118	103	152	46	32	141	44	
YOUNG AND THE RESTLESS						113	204	204	A	8.2	30	683	1350	803	144	844	255	455	418	375	349	304	104	165	156	146	113	39^	33^	163	64^
M-F					12.30P	60	CBS	DD				1263	828	152	894	255	455	420	406	383	238	90	128	102	97	94	28	22	103	29	
12.30 - 1.00									A	8.0	31	666	1366	804	136	846	252	454	424	374	351	314	106	174	158	153	120	36^	29^	170	68^
1.00 - 1.30									A	8.3	29	691	1350	808	152	851	261	460	419	381	349	299	103	155	152	142	113	43^	36^	157	63^
*WEEKEND DAYTIME																															
ABC WEEKEND SPECIALS						18	175	174	A	5.0	17	417	1892	380	129^	498	345	426	344	126^	38v	299	160^	282^	263^	139^	LT	307	231^	788	408
SAT. 12.00N					30	ABC	FV					1769	381	156	460	254	357	270	163	75	249	129	196	158	106	31	326	199	734	470	
ABC WIDE WORLD-SPORTS SP.(S)							187		A	7.0	19	583	1621	437	209^	480	218^	330^	280^	220^	97v	682	243^	438	400^	384^	201^	258^	107^	201^	116^
2 SUN. 1.30P					90	ABC	SA					1658	526^	262^	593	255^	451^	355^	285^	104v	640	171^	393^	426^	383^	187^	251^	155^	174^	101v	
1.30 - 2.00									A	5.4	16	450	1602	454^	191^	499	213^	330^	272^	238^	110v	663	220^	442^	405^	403^	187^	272^	97v	168^	86v
2.00 - 2.30									A	6.3	17	525	1576	368	187^	396	193^	257^	243^	172^	82^	705	295^	453	370	363	216^	244^	82^	231^	143^
2.30 - 3.00									A	9.5	24	791																			
ABC WIDE WORLD-SPORTS SAT						13	199	202	A	11.0	24	916	1606	623	201	675	214	390	365	345	225	676	258	458	419	352	172	119^	47^	136	91^
SAT. 5.00P					90	ABC	SA					1560	535	178	582	177	324	309	289	205	694	243	437	404	356	207	133	57	151	99	
5.00 - 5.30									A	10.3	24	858	1562	604	182	643	184	370	342	342	225	679	247	436	406	348	186	109^	46^	131^	85^
5.30 - 6.00									A	11.1	25	925	1645	652	200	703	217	402	384	361	237	689	269	469	430	353	179	117^	48^	136	77^
6.00 - 6.30									A	11.4	23	950	1635	625	224	687	242	406	372	342	213	669	260	470	430	362	152	134	46^	145	111^
ABC WIDE WORLD-SPORTS-SUN						4	185		A	10.6	24	883	1855	592	233^	640	280	384	343	251^	198^	779	317	533	477	388	185^	234^	17v	202^	157^
1 SUN. 4.00P					120	ABC	SA					1657	454	192	502	187	310	292	247	152	825	333	522	472	399	229	168	37	162	120	
4.00 - 4.30									A	9.1	22	758	1732	597	199^	670	312^	393	331	249^	225^	679	257^	432	388	344	199^	217^	16v	166^	131^
4.30 - 5.00									A	10.2	24	850	1744	555	214^	597	274^	360	304	225^	188^	746	284	500	432	384	199^	220^	LT	181^	139^
5.00 - 5.30									A	10.9	24	908	1860	604	251^	639	275	379	337	253^	206^	818	346	575	523	400	176^	219^	14v	184^	132^
5.30 - 6.00									A	12.1	24	1008	2041	609	254	649	266	400	392	267	179^	853	365	600	543	417	171^	278	37v	261	218^
AMERICAN BANDSTAND '83						18	166	158	A	4.9	16	408	1515	418	260^	469	314	378	301	98^	72v	437	211^	349	286^	162^	79^	325	191^	284^	140^
SAT. 12.30P					60	ABC	PC					1630	440	161	522	321	396	276	132	104	411	241	329	218	135	64	305	217	392	233	
12.30 - 1.00									A	4.6	15	383	1444	387	269^	444	318	389	314^	107^	32v	379	185^	306^	273^	147^	58v	271^	188^	350	151^
1.00 - 1.30									A	5.3	17	441	1522	433	240^	470	296	351	279	83^	105^	467	225^	372	281	166^	95^	362	188^	223^	127^
ASK NBC NEWS-8:20AM						23	198	192	A	5.2	29	433	1568	201^	58v	231^	159^	192^	158^	72v	24v	105^	43v	77^	105^	62v	LT	285	157^	947	592
SAT. 8.20A					2	NBC	CN					1645	224	96	259	145	180	123	105	50	171	67	102	113	92	38	222	112	993	625	
ASK NBC NEWS-8:58AM						24	207	202	A	6.1	28	508	1850	302	123^	329	185^	233^	190^	144^	56v	165^	107^	122^	101^	37v	21v	269	97^	1087	629
SAT. 8.58A					2	NBC	CN					1668	245	118	283	147	192	141	115	65	167	88	113	95	57	42	258	104	960	595	

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST MAR. 1983 REPORT

PROGRAM NAME										AUDIENCE COMPOSITION																		
										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																		
WK	START	DUR	NET	TYPE	WK 1	WK 2	Y	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11		
WEEKEND DAYTIME CONT'D																												
ASK NBC NEWS-10:28AM SAT.	10.28A	2	NBC CN	99	212	212	99	7.3	26	608	1664	228 144^	269 181^	226 90^	57^ 43v	188^ 90^	166^101^	85^ 22v	329 139^	188^ 90^	166^101^	85^ 22v	329 139^	188^ 90^	166^101^	85^ 22v		
ASK NBC NEWS-10:58AM SAT.	10.58A	2	NBC CN	96	203	202	96	6.4	23	533	1705	282 122^	282 143^	212^133^	101^ 45v	225^165^	218^105^	60^ LT	259 123^	225^165^	218^105^	60^ LT	259 123^	225^165^	218^105^	60^ LT		
ASK NBC NEWS-11:58AM SAT.	11.58A	2	NBC CN	95	194	195	95	6.0	21	500	1966	443 221^	487 243^	365 257	211^ 73^	354 255	305 137^	99^ 38v	300 109^	354 255	305 137^	99^ 38v	300 109^	354 255	305 137^	99^ 38v		
B BUNNY/ROAD RUNNER 3(B) 1 SAT.	11.00A	30	CBS CA	81	167			6.7	23	558	1846	412^233^	460 362^	373^212^	45v 87v	373^325^	325^146^	20v 48v	244^ LT	373^325^	325^146^	20v 48v	244^ LT	373^325^	325^146^	20v 48v		
B BUNNY/ROAD RUNNER 4(B) 1 SAT.	11.30A	30	CBS CA	81	166			7.2	24	600	1812	384^279^	464 370^	411 282^	70v 53v	417 348^	348^192^	31v 69v	285^ 55v	464 370^	411 282^	70v 53v	417 348^	348^192^	31v 69v	285^ 55v		
BLACKSTAR SAT.	1.00P	30	CBS CA	62	121	157	62	4.8	15	400	1623	267^149^	310 163^	219^179^	125^ 76v	531 334	385 305	176^ 88^	140^ 70v	310 163^	219^179^	125^ 76v	531 334	385 305	176^ 88^	140^ 70v		
BUGS BUNNY/ROAD RUNNER 1 SAT.	9.30A	30	CBS CA	99	202	199	99	4.5	17	375	1872	450 154^	468 204^	307^232^	156^146^	520 325	451 327	175^ 45v	115^ 64v	468 204^	307^232^	156^146^	520 325	451 327	175^ 45v	115^ 64v		
BUGS BUNNY/ROAD RUNNER 2 SAT.	10.00A	30	CBS CA	99	202	199	99	6.3	23	525	1926	449 173^	481 246	368 243	156^100^	466 279	393 299	170^ 32v	178^ 45v	481 246	368 243	156^100^	466 279	393 299	170^ 32v	178^ 45v		
BUGS BUNNY/ROAD RUNNER 3 SAT.	11.00A	30	CBS CA	99	202	199	99	6.5	23	541	2020	444 156	493 247	360 233	161 119	475 285	392 277	160 62	210 59	493 247	360 233	161 119	475 285	392 277	160 62	210 59		
BUGS BUNNY/ROAD RUNNER 4 SAT.	11.30A	30	CBS CA	97	189			5.5	21	458	1714	410^181^	410^223^	273^160^	79v137^	349^192^	319^245^	142^ 30v	182^ 74v	410^223^	273^160^	79v137^	349^192^	319^245^	142^ 30v	182^ 74v		
2 SAT.	11.00A	30	CBS CA	97	189			6.3	22	525	1754	382 159	432 228	300 179	102 123	379 242	295 179	86 84	196 86	432 228	300 179	102 123	379 242	295 179	86 84	196 86		
BUGS BUNNY/ROAD RUNNER 4 SAT.	11.30A	30	CBS CA	97	189			6.3	23	525	1600	432^234^	432^212^	318^178^	133^114v	243^176^	211^117v	48v 32v	199^ 76v	432^212^	318^178^	133^114v	243^176^	211^117v	48v 32v	199^ 76v		
CAPTAIN KANGAROO-SAT SAT.	7.00A	60	CBS CL	85	137	138	85	1.5	16	125	LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT			
7.00 - 7.30								1.1	15	92	LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT			
7.30 - 8.00								2.0	18	167	LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT			
CBS CHILDREN'S FILM FEST. 2 SAT.	1.30P	30	CBS CL	82	149			3.8	13	317	1328	338^345^	436^177v	241^227^	259^154v	473^151v	325^243^	174^148v	72v 72v	436^177v	241^227^	259^154v	473^151v	325^243^	174^148v	72v 72v		
CBS NCAA BASKETBALL 1 SUN.	1.00P	145	CBS SE	99	193	189	99	5.5	14	458	1347	360 150^	393 133^	225^218^	159^137^	699 225^	389 408	358 214^	91^ 26v	360 150^	393 133^	225^218^	159^137^	699 225^	389 408	358 214^	91^ 26v	
2 SUN.	2.36P	126						5.2	13	433	1335	392 147	429 158	239 219	149 155	680 250	406 395	336 185	96 31	392 147	429 158	239 219	149 155	680 250	406 395	336 185	96 31	
1.00 - 1.30								6.9	20	575	1525	270^ 68v	296^ 95v	200^220^	148^ 76v	869 297^	460 523	452 250^	60v LT	296^ 95v	200^220^	148^ 76v	869 297^	460 523	452 250^	60v LT		
1.30 - 2.00								7.8	21	650	1457	248^ 48v	283^ 86v	172^188^	121^ 95v	919 329^	562 535	465 246^	79v 22v	248^ 48v	172^188^	121^ 95v	919 329^	562 535	465 246^	79v 22v		
2.00 - 2.30								6.4	17	533	1351	371^118^	444^170^	255^254^	139^159^	710 219^	378^390^	326^231^	54v 21v	444^170^	255^254^	139^159^	710 219^	378^390^	326^231^	54v 21v		
2.30 - 3.00								5.3	14	441	1265	326 172^	374 170^	231^220^	127^118^	710 263^	433 403	321 189^	39v LT	374 170^	231^220^	127^118^	710 263^	433 403	321 189^	39v LT		
3.00 - 3.30								4.7	12	392	1258	409 178^	422 162^	241^194^	173^142^	641 144^	298^373	395 227^	65v LT	422 162^	241^194^	173^142^	641 144^	298^373	395 227^	65v LT		
3.30 - 4.00								3.4	8	283	1367	587^403^	587^145v	324^244^	286^198v	431^ 74v	194^255^	290^176v	165v 74v	587^145v	324^244^	286^198v	431^ 74v	194^255^	290^176v	165v 74v		
4.00 - 4.30								4.4	10	367	1267	438^128v	438^ 43v	163^215^	231^223^	472^150v	256^287^	227^185^	254^ 96v	438^ 43v	163^215^	231^223^	472^150v	256^287^	227^185^	254^ 96v		
CBS NCAA BASKETBALL-SAT 1 SAT.	1.30P	137	CBS SE	99	190			7.2	20	600	1277	266^ 77v	281^129^	184^167^	105^ 74v	807 348^	515 446	312^241^	104^ 59v	266^ 77v	281^129^	184^167^	105^ 74v	807 348^	515 446	312^241^	104^ 59v	
1.30 - 2.00								5.7	15	475	1390	360 135	388 118	207 202	170 141	737 328	492 370	282 210	110 38	360 135	388 118	207 202	170 141	737 328	492 370	282 210	110 38	
2.00 - 2.30								5.4	16	450	1407	310^133v	323^184^	275^190^	103^ 48v	775 370^	533 471^	282^172^	169^105v	323^184^	275^190^	103^ 48v	775 370^	533 471^	282^172^	169^105v		
2.30 - 3.00								6.0	18	500	1306	276^ 86v	294^140^	190^174^	99v 78v	775 331^	489 406^	293^250^	119v 72v	276^ 86v	294^140^	190^174^	99v 78v	775 331^	489 406^	293^250^	119v 72v	
3.00 - 3.30								7.2	20	600	1228	238^ 76v	251^ 98v	150^139^	109^ 84v	768 326^	483 404	299^242^	98v 58v	251^ 98v	150^139^	109^ 84v	768 326^	483 404	299^242^	98v 58v		
3.00 - 3.30								8.5	23	708	1186	218^ 41v	235^ 97^	142^153^	94^ 57v	831 337^	524 440	331^261^	39v 24v	235^ 97^	142^153^	94^ 57v	831 337^	524 440	331^261^	39v 24v		

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST MAR. 1983 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																			
																VIEWERS PER 1000 VIEWING HOUSEHOLDS-BY SPECIFIED CATEGORIES																			
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. SHARE %	(0,000)	TOTAL PERSONS (2+)	LADY WORK- ING OF HOUSE WOM.	WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)									
														TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL FEM.	TOTAL 6-11								
WEEKEND DAYTIME CONT'D																																			
CBS SPORTS SATURDAY										11	175	176	A	5.9	14	491	1444	384	158	399	144	198	227	145	156	764	259	487	494	407	216	144	51	137	108
SAT. 4.30P 90 CBS SA										88	92	B	6.7	17	558	1490	404	163	428	134	228	216	197	158	782	291	493	451	368	246	94	33	186	123	
4.30 - 5.00												A	4.7	12	392	1434	388	141	396	156	215	242	158	128	756	301	485	479	353	225	129	58	153	110	
5.00 - 5.30												A	6.1	15	508	1494	386	185	408	156	199	246	160	145	757	237	484	502	441	203	201	54	128	109	
5.30 - 6.00												A	6.7	15	558	1444	388	154	403	132	191	201	125	190	797	252	504	515	431	227	109	42	135	108	
CBS SPORTS SUNDAY										8	187	177	A	7.1	16	591	1481	512	214	517	186	328	271	238	163	715	270	446	458	346	198	107	40	142	94
1 SUN. 5.00P 60 CBS SA										95	92	B	6.8	19	566	1504	410	161	424	151	244	228	198	140	840	366	560	486	352	232	116	44	124	96	
2 SUN. 4.42P 78												A	6.5	15	541	1518	525	249	530	199	354	290	243	155	699	249	419	457	356	193	135	43	154	106	
5.00 - 5.30												A	8.2	17	683	1447	495	191	501	167	301	244	240	171	768	301	488	479	357	207	48	19	130	79	
5.30 - 6.00																																			
DORAL EASTERN OPEN-SAT(S)										180		A	5.7	15	475	1149	253	65	271	78	99	119	111	142	797	258	402	418	367	337	62	34	19	19	
1 SAT. 3.47P 43 CBS SE										96		A	5.5	14	458	1103	259	70	278	73	94	113	118	151	754	217	356	376	364	339	56	30	15	15	
4.00 - 4.30																																			
DORAL EAST. OPEN-RAINOUT(S)										195		A	4.7	11	392	1495	536	90	551	305	341	165	129	196	700	223	309	377	326	266	61	LT	183	146	
1 SUN. 3.25P 95 CBS SE										99		A	4.3	11	358	1330	408	93	425	171	224	176	139	177	660	179	271	327	336	285	89	LT	156	156	
3.30 - 4.00												A	5.0	12	417	1530	578	96	597	345	369	168	118	216	682	238	323	381	299	242	51	LT	200	146	
4.00 - 4.30												A	4.7	11	392	1645	639	82	652	413	446	151	127	206	762	262	334	433	342	268	39	LT	192	131	
4.30 - 5.00																																			
DUKES										5	200	198	A	7.3	27	608	1895	354	130	385	230	309	187	94	76	294	179	251	152	81	43	176	57	1040	560
SAT. 10.30A 30 CBS CA										99	99	B	7.6	27	633	1919	344	130	405	206	286	188	107	113	311	190	246	148	75	61	240	75	963	527	
FACE THE NATION										22	139	110	A	2.5	8	208	1317	547	183	552	125	154	196	231	356	528	105	245	297	337	231	131	24	106	77
SUN. 11.30A 30 CBS CC										89	83	B	3.4	11	283	1270	524	165	544	108	194	198	215	308	563	179	280	276	264	235	57	27	106	73	
FLASH GORDON										22	144	121	A	4.3	14	358	1785	314	62	372	261	306	188	57	66	421	270	362	372	151	LT	346	175	646	308
SAT. 12.30P 30 NBC CA										81	76	B	4.1	13	342	1781	363	127	406	222	308	206	127	88	321	182	266	206	118	41	269	122	785	468	
FLINTSTONE FUNNIES										23	198	192	A	4.0	24	333	1532	191	42	216	150	181	163	66	LT	108	39	82	108	69	LT	213	126	995	615
SAT. 8.00A 30 NBC CA										96	96	B	3.5	26	292	1632	227	97	261	140	175	127	108	54	181	70	110	121	98	40	193	100	997	628	
GARY COLEMAN SHOW										24	203	202	A	6.0	22	500	1620	276	119	279	146	207	124	92	50	209	143	201	99	66	LT	233	117	899	576
SAT. 10.30A 30 NBC CA										96	94	B	6.9	25	575	1685	259	114	280	140	214	150	108	54	195	118	151	114	62	27	292	152	918	552	
GILLIGAN'S PLANET										4	159	161	A	5.3	18	441	2116	443	134	470	339	392	258	70	78	370	209	309	182	130	61	415	142	861	488
SAT. 12.00N 30 CBS CA										82	83	B	5.3	17	441	1915	415	181	433	246	324	255	111	88	362	207	303	167	119	55	295	92	825	421	
HULK/SPIDERMAN 1										22	194	195	A	6.2	22	516	1909	317	98	330	161	266	211	143	42	323	204	258	162	119	27	327	111	929	553
SAT. 11.00A 30 NBC CA										95	95	B	6.2	22	516	1712	269	118	301	164	233	166	108	53	231	144	186	140	75	31	316	122	864	491	
HULK/SPIDERMAN 2										22	194	195	A	6.1	21	508	1937	408	206	449	230	356	256	194	46	245	140	200	154	105	30	320	115	923	536
SAT. 11.30A 30 NBC CA										95	95	B	6.7	24	558	1719	294	140	325	179	256	179	120	50	261	160	211	149	82	38	329	114	804	462	
IN THE NEWS- 8.26AM										24	172	172	A	2.7	15	225	1720	147	23	248	160	248	146	88	LT	258	107	191	191	151	67	160	93	1054	569
SAT. 8.26A 3 CBS CN										80	83	B	2.2	15	183	1507	201	49	218	92	152	116	101	55	237	95	169	163	122	50	212	70	840	513	
IN THE NEWS- 8.56AM										24	179	178	A	3.3	15	275	1840	207	29	207	61	164	164	120	43	366	179	302	252	165	64	222	127	1045	553
SAT. 8.56A 3 CBS CN										83	90	B	2.9	15	242	1570	225	87	234	84	153	141	111	61	278	134	203	165	122	55	231	88	827	472	
IN THE NEWS- 9.26AM										24	186	184	A	3.3	13	275	1618	259	88	259	63	165	165	126	94	233	110	203	137	93	30	148	57	978	585
SAT. 9.26A 3 CBS CN										96	96	B	3.4	15	283	1565	278	88	299	122	184	147	120	93	318	163	219	149	122	77	218	101	730	402	
IN THE NEWS- 9.56AM										17	202	199	A	5.1	19	425	1826	432	169	465	244	326	222	135	117	570	382	497	369	171	44	96	63	695	368
SAT. 9.56A 3 CBS CN										99	99	B	4.2	16	350	1735	381	147	432	194	277	212	151	120	451	285	356	228	140	67	172	65	680	336	

KEY: A=CURRENT REPORT B=SEASON AVERAGE

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PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST MAR. 1983 REPORT

PROGRAM NAME					T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																			
											VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)				
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11			
WEEKEND DAYTIME CONT'D																														
IN THE NEWS-11.56AM					20	189	A	6.2	23	516	1634	419	257	419	211	334	204	146	85	235	176	209	119	46	26	242	85	738	356	
2 SAT. 11.56A					3	CBS CN	97	B	4.5	16	375	1629	373	156	451	228	306	213	140	117	365	221	254	156	96	100	190	108	623	324
IN THE NEWS-12.26PM					11	159	A	5.0	17	417	2129	437	123	468	324	383	249	76	85	364	205	288	156	119	76	371	126	926	510	
SAT. 12.26P					3	CBS CN	82	B	4.4	15	367	1805	392	204	487	265	350	247	141	116	305	150	218	155	121	76	212	84	801	380
IN THE NEWS-12.56PM					13	145	A	5.1	16	425	1859	360	94	492	260	370	194	151	122	381	236	270	147	99	111	213	77	773	420	
SAT. 12.56P					3	CBS CN	72	B	4.8	15	400	1700	322	136	415	204	291	214	140	107	368	204	265	171	125	102	203	85	714	363
IN THE NEWS- 1.26PM					9	121	A	4.7	15	392	1523	276	174	345	196	251	192	123	82	484	307	341	279	156	91	102	71	592	335	
SAT. 1.26P					3	CBS CN	62	B	4.6	15	383	1800	317	198	430	229	302	203	129	117	452	292	365	254	129	65	195	94	723	419
IN THE NEWS-10.56AM					23	200	A	6.6	24	550	1862	371	129	402	242	313	177	86	89	298	184	257	147	81	41	157	64	1005	530	
SAT. 10.56A					3	CBS CN	99	B	5.9	22	491	1682	354	140	405	219	279	192	102	107	334	217	271	184	90	49	214	93	729	403
IN THE NEWS-11.26AM					22	189	A	5.9	22	491	1646	456	202	456	223	308	197	110	148	314	204	285	193	95	29	175	89	701	408	
2 SAT. 11.26A					3	CBS CN	97	B	5.6	20	466	1665	374	159	441	233	311	219	126	107	346	223	267	176	92	63	227	124	651	359
IN THE NEWS-11.26AM(B)					167	A	6.5	22	541	1712	400	215	444	334	355	207	53	89	374	330	330	137	20	44	187	LT	707	328		
1 SAT. 11.26A					3	CBS CN	81																							
IN THE NEWS-11.56AM(B)					166	A	6.7	21	558	1789	399	282	475	372	420	302	78	55	421	354	354	186	31	67	300	60	593	296		
1 SAT. 11.56A					3	CBS CN	81																							
INVERRARY CLASSIC-SAT.(S)					174	A	5.0	13	417	1170	415	110	415	91	172	95	264	243	605	110	285	272	360	258	55	LT	95	45		
2 SAT. 5.00P					55	NBC SE	89	A	4.7	12	392	1265	415	118	415	117	197	93	225	218	701	117	355	350	451	270	62	LT	87	39
5.00 - 5.30								A	5.1	12	425	1122	423	111	423	76	162	105	294	261	541	108	240	221	299	249	52	LT	106	54
5.30 - 6.00																														
INVERRARY CLASSIC-SUN(S)					191	A	4.8	11	400	1140	452	102	450	114	160	128	149	275	618	135	350	328	365	250	LT	LT	72	62		
2 SUN. 3.27P					93	NBC SE	95	A	4.4	10	367	1033	496	142	496	191	191	90	98	264	537	194	327	280	231	210	LT	LT	LT	LT
3.30 - 4.00								A	4.9	12	408	1069	331	81	331	52	81	81	110	250	655	89	405	368	455	250	LT	LT	83	83
4.00 - 4.30								A	5.1	12	425	1304	508	78	508	97	195	195	220	313	660	120	318	333	410	293	LT	LT	136	106
4.30 - 5.00																														
JETSONS					22	151	A	4.3	15	358	1550	282	101	324	212	293	160	112	31	318	206	265	265	112	LT	349	151	559	313	
SAT. 12.00N					30	NBC CA	82	B	4.6	15	383	1705	338	148	389	227	295	176	128	75	249	150	211	163	88	28	275	125	792	436
MEATBALL & SPAGHETTI					5	186	A	3.3	14	275	1607	233	LT	233	58	150	150	120	83	273	161	236	162	75	37	137	47	964	557	
SAT. 9.00A					30	CBS CA	96	B	3.5	15	292	1730	261	51	298	82	168	136	131	130	266	119	171	129	109	77	270	116	896	487
MEET THE PRESS					22	187	A	3.6	11	300	1283	530	127	560	57	70	157	259	390	609	100	309	309	286	300	17	LT	97	74	
SUN. 12.30P					30	NBC CC	96	B	2.9	10	242	1351	529	151	590	127	177	166	189	370	565	130	283	275	269	255	75	37	121	66
MORK/LAVERNE/FONZ HOUR-1					9	187	A	5.0	18	417	1947	350	158	391	177	290	265	214	58	275	101	203	199	152	45	285	162	996	665	
SAT. 11.00A					30	ABC CA	94	B	5.7	19	475	1838	290	125	327	184	263	202	127	40	222	123	183	144	84	29	376	221	913	577
MORK/LAVERNE/FONZ HOUR-2					9	186	A	5.0	18	417	1971	373	161	418	211	312	302	207	51	285	84	216	237	194	21	320	207	948	593	
SAT. 11.30A					30	ABC CA	94	B	5.8	19	483	1882	337	157	374	199	288	230	149	52	267	147	209	169	105	32	357	251	884	553
NBA ON CBS					2	178	A	5.4	17	450	1418	349	218	402	103	193	141	200	185	849	471	647	418	305	173	82	LT	85	85	
2 SUN. 12.00N					156	CBS SE	93	B	6.6	18	550	1447	342	183	379	85	176	164	199	169	865	431	651	546	369	166	137	44	66	52
12.00 - 12.30								A	3.9	14	325	1618	476	289	476	162	243	96	182	218	956	584	778	515	286	147	109	LT	77	77
12.30 - 1.00								A	5.4	18	450	1580	351	249	433	143	231	155	192	178	963	542	753	503	366	186	83	LT	101	101
1.00 - 1.30								A	5.6	18	466	1303	303	191	369	97	171	146	180	168	839	509	663	370	263	161	71	LT	24	24
1.30 - 2.00								A	5.7	17	475	1307	297	148	346	36	129	115	214	195	844	461	651	420	318	162	77	LT	40	40
2.00 - 2.30								A	6.1	17	508	1472	350	238	411	108	214	174	206	175	788	389	540	357	297	212	84	LT	189	189

KEY: A=CURRENT REPORT B=SEASON AVERAGE

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PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST MAR. 1983 REPORT

PROGRAM NAME		WK	#	DAY	START TIME	DUR	NET	PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE	WK 1	WK 2	K E Y	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																										
																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																										
																TOTAL PERSONS (2+)		LADY WORK-ING HOUSE WOM.		TOTAL		18-34		18-49		25-54		35-64		55+		TOTAL		18-34		18-49		25-54		35-64		55+		TOTAL		18-34		18-49		25-54		35-64		55+		TOTAL		18-34		18-49		25-54		35-64		55+		TOTAL		18-34		18-49		25-54		35-64		55+		TOTAL		18-34		18-49		25-54		35-64		55+		TOTAL		18-34		18-49		25-54		35-64		55+		TOTAL		18-34		18-49		25-54		35-64		55+		TOTAL		18-34		18-49		25-54		35-64		55+		TOTAL		18-34		18-49		25-54		35-64		55+		TOTAL		18-34		18-49		25-54		35-64		55+		TOTAL		18-34		18-49		25-54		35-64		55+		TOTAL		18-34		18-49		25-54		35-64		55+		TOTAL		18-34		18-49		25-54		35-64		55+		TOTAL		18-34		18-49		25-54		35-64		55+		TOTAL		18-34		18-49		25-54		35-64		55+		TOTAL		18-34		18-49		25-54		35-64		55+		TOTAL		18-34		18-49		25-54		35-64		55+		TOTAL		18-34		18-49		25-54		35-64		55+		TOTAL		18-34		18-49		25-54		35-64		55+		TOTAL		18-34		18-49		25-54		35-64		55+		TOTAL		18-34		18-49		25-54		35-64		55+		TOTAL		18-34		18-49		25-54		35-64		55+		TOTAL		18-34		18-49		25-54		35-64		55+		TOTAL		18-34		18-49		25-54		35-64		55+		TOTAL		18-34		18-49		25-54		35-64		55+		TOTAL		18-34		18-49		25-54		35-64		55+		TOTAL		18-34		18-49		25-54		35-64		55+		TOTAL		18-34		18-49		25-54		35-64		55+		TOTAL		18-34		18-49		25-54		35-64		55+		TOTAL		18-34		18-49		25-54		35-64		55+		TOTAL		18-34		18-49		25-54		35-64		55+		TOTAL		18-34		18-49		25-54		35-64		55+		TOTAL		18-34		18-49		25-54		35-64		55+		TOTAL		18-34		18-49		25-54		35-64		55+		TOTAL		18-34		18-49		25-54		35-64		55+		TOTAL		18-34		18-49		25-54		35-64		55+		TOTAL		18-34		18-49		25-54		35-64		55+		TOTAL		18-34		18-49		25-54		35-64		55+		TOTAL		18-34		18-49		25-54		35-64		55+		TOTAL		18-34		18-49		25-54		35-64		55+		TOTAL		18-34		18-49		25-54		35-64		55+		TOTAL		18-34		18-49		25-54		35-64		55+		TOTAL		18-34		18-49		25-54		35-64		55+		TOTAL		18-34		18-49		25-54		35-64		55+		TOTAL		18-34		18-49		25-54		35-64		55+		TOTAL		18-34		18-49		25-54		35-64		55+		TOTAL		18-34		18-49		25-54		35-64		55+		TOTAL		18-34		18-49		25-54		35-64		55+		TOTAL		18-34		18-49		25-54		35-64		55+		TOTAL		18-34		18-49		25-54		35-64		55+		TOTAL		18-34		18-49		25-54		35-64		55+		TOTAL		18-34		18-49		25-54		35-64		55+		TOTAL		18-34		18-49		25-54		35-64		55+		TOTAL		18-34		18-49		25-54		35-64		55+		TOTAL		18-34		18-49		25-54		35-64		55+		TOTAL		18-34		18-49		25-54		35-64		55+		TOTAL		18-34		18-49		25-54		35-64		55+		TOTAL		18-34		18-49		25-54		35-64		55+		TOTAL		18-34		18-49		25-54		35-64		55+		TOTAL		18-34		18-49		25-54		35-64		55+		TOTAL		18-34		18-49		25-54		35-64		55+		TOTAL		18-34		18-49		25-54		35-64		55+		TOTAL		18-34		18-49		25-54		35-64		55+		TOTAL		18-34		18-49		25-54		35-64		55+		TOTAL		18-34		18-49		25-54		35-64		55+		TOTAL		18-34		18-49		25-54		35-64		55+		TOTAL		18-34		18-49		25-54		35-64		55+		TOTAL		18-34		18-49		25-54		35-64		55+		TOTAL		18-34		18-49		25-54		35-64		55+

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		KEY	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
															VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	TOTAL		18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11							
WEEKEND DAYTIME CONT'D																																		
SCHOOLHOUSE ROCK-10.55AM																																		
SAT. 10.55A 4 ABC CN 99 99																																		
SCHOOLHOUSE ROCK-11.55AM																																		
SAT. 11.55A 4 ABC CN 94 94																																		
SCOOBY DOO/PUPPY HOUR-1																																		
SAT. 10.00A 30 ABC CA 99 99																																		
SCOOBY DOO/PUPPY HOUR-2																																		
SAT. 10.30A 30 ABC CA 99 99																																		
SHIRT TALES																																		
SAT. 8.30A 30 NBC CA 98 98																																		
SMURFS I																																		
SAT. 9.00A 30 NBC CA 99 99																																		
SMURFS II																																		
SAT. 9.30A 30 NBC CA 99 99																																		
SMURFS III																																		
SAT. 10.00A 30 NBC CA 99 99																																		
SPORTSBEAT																																		
SAT. 3.00P 30 ABC SC 75 73																																		
SPORTSWORLD																																		
1 SUN. 4.00P 120 NBC SE 92 92																																		
2 SUN. 5.00P 60																																		
4.00 - 4.30																																		
4.30 - 5.00																																		
5.00 - 5.30																																		
5.30 - 6.00																																		
SUNDAY MORNING																																		
SUN. 9.00A 90 CBS N 94 93																																		
9.00 - 9.30																																		
9.30 - 10.00																																		
10.00 - 10.30																																		
SUPERFRIENDS																																		
SAT. 8.00A 30 ABC CA 93 93																																		
THIS WEEK-DAVID BRINKLEY																																		
SUN. 11.30A 60 ABC N 95 88																																		
11.30 - 12.00																																		
12.00 - 12.30																																		
USA-WORLD-AMATEUR BOXING																																		
1 SUN. 2.30P 90 ABC SE 93																																		
2.30 - 3.00																																		
3.00 - 3.30																																		
3.30 - 4.00																																		

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

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PROGRAM NAME										T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE	K E Y	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																
													VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																		
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORK- ING WOM.	WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)					
														TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL FEM.	TOTAL 6-11				
WEEKEND DAYTIME CONT'D																															
USFL FOOTBALL																															
2	SUN.	3.00P	198	ABC	SE	1	192	A	14.2	33	1183	1573	427	216	483	160^	275	231	238	153^	837	305	485	472	361	277	178^	40^v	75^	61^	
							97	B	14.2	33	1183	1573	427	216	483	160	275	231	238	153	837	305	485	472	361	277	178	40	75	61	
		3.00 -	3.30					A	13.1	33	1091	1557	362	192^	399	148^	226	187^	200^	118^	813	290	486	449	348	271	215^	50^v	130^	91^	
		3.30 -	4.00					A	15.4	36	1283	1571	402	192	452	173^	276	219	221	125^	793	297	454	443	311	276	210	62^	116^	86^	
		4.00 -	4.30					A	15.7	37	1308	1533	401	189	469	165^	283	210	236	143^	843	308	499	502	365	265	168^	30^v	53^	45^v	
		4.30 -	5.00					A	14.2	33	1183	1566	414	195^	485	164^	283	210	229	156^	871	360	562	531	360	235	153^	24^v	57^	50^v	
		5.00 -	5.30					A	13.7	31	1141	1616	414	229	485	152^	273	241	231	155^	932	326	521	519	417	302	164^	39^v	35^v	29^v	
		5.30 -	6.00					A	12.5	27	1041	1552	483	260	525	155^	283	278	252	174^	817	269	421	413	366	315	175^	39^v	35^v	31^v	
USFL FOOTBALL PREVIEW(S)																															
1	SUN.	2.00P	30	ABC	SC		183	A	4.8	13	400	1250	303^	113^v	303^	113^v	185^	185^	100^v	118^v	575^	148^v	268^	355^	317^	220^	137^v	LT	235^	215^	

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. MON. FEB. 21, 1983

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)					21,660 26.0				23,570 28.3								
	ABC TV					← THAT'S INCREDIBLE →						← ABC MONDAY NIGHT MOVIE GRACE KELLY (OP) →						
	AVERAGE AUDIENCE (Households (000) & %)					16,410 19.7	18.3*			16,410 19.7	18.3*			19.5*		20.7*		20.4*
	SHARE OF AUDIENCE %					28	27 *			29	25 *			27 *		31 *		33
WEEK 2	TOTAL AUDIENCE (Households (000) & %)					19,580 23.5		14,990 18.0		21,490 25.8		18,240 21.9		15,080 18.1				
	CBS TV					← IS THIS GOODBYE, C. BROWN →		← SQUARE PEGS (OP) →		← M*A*S*H →		← NEWHART →		← CAGNEY & LACEY →				
	AVERAGE AUDIENCE (Households (000) & %)					16,910 20.3		13,580 16.3		19,240 23.1		16,580 19.9		12,660 15.2		15.5*		14.9*
	SHARE OF AUDIENCE %					29		23		32		28		24		24 *		24 *
WEEK 3	TOTAL AUDIENCE (Households (000) & %)					16,990 20.4				24,410 29.3								
	NBC TV					← LITTLE HOUSE NW BEGINNING (OP) →						← NBC MONDAY NIGHT MOVIES RAGE OF ANGELS, PART 2 (SUS-OP) →						
	AVERAGE AUDIENCE (Households (000) & %)					13,410 16.1	15.4*			18,410 22.1	21.5*			22.3*		22.5*		22.0*
	SHARE OF AUDIENCE %					23	22 *			33	30 *			31 *		34 *		35 *
WEEK 4	TOTAL AUDIENCE (Households (000) & %)					10,160 21.0				10,410 12.5								
	ABC TV					← THAT'S INCREDIBLE →						← ABC MONDAY NIGHT MOVIE AMERICAN GIGOLO (OP) →						
	AVERAGE AUDIENCE (Households (000) & %)					11,000 19.2	16.5*			6,410 7.7	8.3*			7.9*		7.4*		7.4*
	SHARE OF AUDIENCE %					17	22 *			10	10 *			10 *		10 *		10 *
WEEK 5	TOTAL AUDIENCE (Households (000) & %)					29,650 35.6		57,560 69.1										
	CBS TV					← ALICE →						← M*A*S*H SPECIAL (OP) →						
	AVERAGE AUDIENCE (Households (000) & %)					25,570 30.7		50,150 60.2						61.7*		60.8*		59.2*
	SHARE OF AUDIENCE %					41		77						78 *		79 *		79 *
WEEK 6	TOTAL AUDIENCE (Households (000) & %)					14,330 17.2												
	NBC TV					← NBC MONDAY NIGHT MOVIES THE NIGHT THE BRIDGE FELL DOWN (OP) →												
	AVERAGE AUDIENCE (Households (000) & %)					6,750 8.1	10.5*			8.1*				7.2*		7.3*		7.6*
	SHARE OF AUDIENCE %					10	14 *			10 *				9 *		9 *		10 *
TV HOUSEHOLDS USING TV (See Def. 1)		WK.	63.9	65.9	65.3	67.4	68.4	69.6	69.2	70.2	72.0	72.6	71.6	70.3	66.7	65.2	63.4	61.4
		WK.	63.5	66.3	68.1	70.3	72.5	75.9	80.2	81.6	81.2	81.0	79.6	78.9	78.3	76.5	75.4	73.8

U.S. TV Households: 83,300,000

For explanation of symbols, See page A

EVE. MON. FEB. 28, 1983

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.TUE. FEB.22, 1983

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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WEEK 1	TOTAL AUDIENCE (Households (000) & %)			15,830 19.0	15,740 18.9		21,820 26.2	20,080 24.1		21,910 26.3					
	ABC TV			HAPPY DAYS		LAVERNE & SHIRLEY		THREE'S COMPANY	9 TO 5 (OP)		HART TO HART				
	AVERAGE AUDIENCE (Households (000) & %)			13,490 16.2	14,660 17.6		19,160 23.0	18,410 22.1		17,740 21.3	21.0*	21.5*			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.			25 15.2	17.1	26 17.0	34 22.1	23.8	33 22.2	22.0	36 20.8	35* 21.3	37* 21.5		
WEEK 2	TOTAL AUDIENCE (Households (000) & %)			23,910 28.7											
	CBS TV			CBS TUESDAY NIGHT MOVIES WILL THERE REALLY BE A MORNING? (OP)											
	AVERAGE AUDIENCE (Households (000) & %)			13,330 16.0	15.8*	15.6*		15.9*		16.6*		16.4*		15.9*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.			25 15.9	24* 15.7	23* 15.8		24* 16.0		25* 16.5		27* 16.7		27* 15.4	
WEEK 3	TOTAL AUDIENCE (Households (000) & %)			20,660 24.8	A TEAM (OP)				15,580 18.7		12,160 14.6		ST. ELSEWHERE		
	NBC TV			16,830 20.2	18.9*	21.5*		11,910 14.3		14.6*		9,750 11.7		11.9*	
	AVERAGE AUDIENCE (Households (000) & %)			30 18.0	29* 19.8	32* 21.5		21 14.9		22* 14.4		21* 14.2		20* 13.8	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.			18.0	19.8	21.5		14.9		14.4		14.2		13.8	
WEEK 4	TOTAL AUDIENCE (Households (000) & %)			13,910 16.7	13,410 16.1		20,830 25.0		18,660 22.4		19,410 23.3		HART TO HART		
	ABC TV			HAPPY DAYS		LAVERNE & SHIRLEY		THREE'S COMPANY		9 TO 5 (OP)					
	AVERAGE AUDIENCE (Households (000) & %)			11,830 14.2	11,830 14.2		18,330 22.0		16,990 20.4		15,830 19.0		18.8*		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.			21 13.8	21 14.6	21 13.2		33 21.2		31 22.8		33 20.2		32* 20.5	
WEEK 5	TOTAL AUDIENCE (Households (000) & %)			19,740 23.7	RINGLING BROS. CIRCUS (OP)				22,160 26.6		CBS TUESDAY NIGHT MOVIES HAPPY ENDINGS				
	CBS TV			14,740 17.7	17.3*	18.2*		13,660 16.4		16.4*		16.7*		16.4*	
	AVERAGE AUDIENCE (Households (000) & %)			26 16.9	26* 17.6	27* 18.4		27 16.3		24* 16.5		26* 16.8		28* 16.6	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.			16.9	17.6	18.4		16.3		16.5		16.8		16.6	
WEEK 6	TOTAL AUDIENCE (Households (000) & %)			21,240 25.5	A TEAM (OP)				13,240 15.9		12,910 15.5		ST. ELSEWHERE		
	NBC TV			16,990 20.4	19.4*	21.3*		9,910 11.9		11.9*		10,250 12.3		12.3*	
	AVERAGE AUDIENCE (Households (000) & %)			30 18.7	29* 20.1	31* 21.5		18 12.5		18* 11.3		18* 11.7		21* 12.1	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.			18.7	20.1	21.5		12.5		11.3		11.7		12.1	
TV HOUSEHOLDS USING TV WK. 1 WK. 2															
(See Def. 1)															
62.5 63.8 63.1 64.5 64.8 66.8 67.8 68.1 66.9 67.8 66.7 65.9 61.3 60.2 59.5 57.1															
61.3 62.4 64.1 65.2 67.1 67.7 68.0 68.5 67.1 67.0 64.9 64.6 60.0 58.0 57.3 55.6															

TV HOUSEHOLDS USING TV	WK. 1	62.5	63.8	63.1	64.5	64.8	66.8	67.8	68.1	66.9	67.8	66.7	65.9	61.3	60.2	59.5	57.1
(See Def. 1)	WK. 2	61.3	62.4	64.1	65.2	67.1	67.7	68.0	68.5	67.1	67.0	64.9	64.6	60.0	58.0	57.3	55.6

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

EVE.TUE. MAR.1, 1983

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.WED. FEB.23, 1983

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45				
W E E K 1	{	TOTAL AUDIENCE (Households (000) & %)					18,580 22.3				18,240 21.9				20,990 25.2							
		ABC TV					ALL STAR FAMILY FEUD				FALL GUY (OP)				DYNASTY							
		AVERAGE AUDIENCE (Households (000) & %)					14,080 16.9	16.3*		17.6*		14,240 17.1	16.0*		18.2*	17,910 21.5	20.9*		22.1			
		SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					26 16.0	25 *		26 *		25 15.4	23 *		26 *	34 20.3	32 *		35 21.9			
W E E K 2	{	TOTAL AUDIENCE (Households (000) & %)					34,650 41.6															
		CBS TV						GRAMMY AWARDS (8:00-11:16PM) (OP)-(OP)														
		AVERAGE AUDIENCE (Households (000) & %)					17,990 21.6	20.2*		22.0*		14,240 17.1	25.1*		24.6*		17,910 21.5	20.9*		18.9*		
		SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					33 19.5	31 *		32 *		25 15.4	36 *		36 *		34 20.3	32 *		30 *		
W E E K 2	{	TOTAL AUDIENCE (Households (000) & %)					15,910 19.1				14,490 17.4		11,750 14.1		15,410 18.5							
		NBC TV					REAL PEOPLE (OP)				FACTS OF LIFE			FAMILY TIES (SUS-OP)			QUINCY, M.E.					
		AVERAGE AUDIENCE (Households (000) & %)					12,250 14.7	14.3*		15.1*		12,830 15.4		10,500 12.6		12,250 14.7	14.3*		15.1*			
		SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					22 13.8	22 *		22 *		22 15.1		18 12.6		23 13.9	22 *		24 *			
W E E K 2	{	TOTAL AUDIENCE (Households (000) & %)					17,330 20.8				21,570 25.9				21,910 26.3							
		ABC TV					HIGH PERFORMANCE				FALL GUY (OP)				DYNASTY							
		AVERAGE AUDIENCE (Households (000) & %)					12,830 15.4	14.7*		16.1*		16,990 20.4	19.8*		21.0*	18,740 22.5	22.7*		22.3*			
		SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					24 14.4	23 *		24 *		31 19.4	30 *		31 *	37 22.6	36 *		39 *			
W E E K 2	{	TOTAL AUDIENCE (Households (000) & %)					14,410 17.3				17,660 21.2											
		CBS TV					SEVEN BRIDES/SEVEN BROS. (OP)				CBS WEDNESDAY NIGHT MOVIE YOUR PLACE ... OR MINE											
		AVERAGE AUDIENCE (Households (000) & %)					11,000 13.2	12.7*		13.7*		10,160 12.2	11.9*		12.9*		12.3*		11.7*			
		SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					20 12.6	20 *		21 *		19 11.7	18 *		19 *		19 *		20 *			
W E E K 2	{	TOTAL AUDIENCE (Households (000) & %)					19,830 23.8				25,410 30.5											
		NBC TV					REAL PEOPLE (OP)				BOB HOPE-ROAD-HOLLYWOOD (OP)											
		AVERAGE AUDIENCE (Households (000) & %)					15,410 18.5	18.1*		18.9*		14,490 17.4	18.8*		18.4*		16.9*		15.7*			
		SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					28 17.3	28 *		28 *		27 18.0	28 *		28 *		27 *		27 *			
TV HOUSEHOLDS USING TV (See Def. 1)			WK. 1	61.4	62.2	62.7	63.8	64.4	65.0	67.1	68.3	69.1	70.3	68.9	68.6	66.2	64.8	63.4	61.3			
			WK. 2	60.0	61.7	62.6	63.7	63.4	64.6	66.0	66.8	66.5	66.8	66.8	66.8	64.4	62.2	59.0	56.4			

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

EVE.WED. MAR.2, 1983

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE THU. FEB. 24, 1983

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						15,240 18.3		12,500 15.0		14,330 17.2		13,410 16.1		15,330 18.4			
	ABC TV						CONDO		AMANDA'S		TOO CLOSE FOR COMFORT		IT TAKES TWO (OP)				20/20	
	AVERAGE AUDIENCE (Households (000) & %)						13,240 15.9		11,410 13.7		12,830 15.4		12,250 14.7		11,660 14.0		14.9*	13.1*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						25 15.6		21 16.2		23 13.5		22 13.8		23 14.6		23* 15.2	22* 13.8
E E K 2	TOTAL AUDIENCE (Households (000) & %)						24,570 29.5				21,570 25.9				19,330 23.2			
	CBS TV								MAGNUM, P.I. (OP)				SIMON & SIMON				KNOTS LANDING	
	AVERAGE AUDIENCE (Households (000) & %)						19,740 23.7		22.2*		17,910 21.5		21.0*		16,410 19.7		19.9*	19.6*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						36 20.9		34* 23.4		32 20.8		32* 21.2		33* 22.4		31* 19.8	33* 19.5
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						15,830 19.0				12,080 14.5		11,750 14.1		20,490 24.6			
	NBC TV								FAME (OP)		GINNIE A BREAK		CHEERS (OP)				HILL STREET BLUES	
	AVERAGE AUDIENCE (Households (000) & %)						11,410 13.7		13.4*		10,500 12.6		10,330 12.4		16,740 20.1		19.8*	20.5*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						21 13.5		21* 13.3		19 13.9		19 14.0		32 19.4		31* 20.3	34* 20.7
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						14,740 17.7		12,000 14.4		12,500 15.0		11,330 13.6		13,990 16.8			
	ABC TV						CONDO		AMANDA'S		TOO CLOSE FOR COMFORT (R)		IT TAKES TWO (OP)				20/20	
	AVERAGE AUDIENCE (Households (000) & %)						12,250 14.7		10,910 13.1		10,750 12.9		10,080 12.1		9,910 11.9		12.9*	11.0*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						23 14.1		20 15.3		19 13.2		18 13.0		20 13.0		21* 12.7	19* 11.6
E E K 2	TOTAL AUDIENCE (Households (000) & %)						21,410 25.7				21,820 26.2				20,580 24.7			
	CBS TV								MAGNUM, P.I. (R)(OP)				SIMON & SIMON				KNOTS LANDING	
	AVERAGE AUDIENCE (Households (000) & %)						16,910 20.3		19.0*		18,080 21.7		20.5*		16,910 20.3		20.4*	20.1*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						31 18.1		29* 19.9		33 20.1		31* 20.9		34* 22.5		32* 20.2	34* 20.3
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						17,410 20.9				13,910 16.7		14,330 17.2		20,660 24.8			
	NBC TV								FAME (OP)		GINNIE A BREAK		CHEERS (SUS-OP)				HILL STREET BLUES	
	AVERAGE AUDIENCE (Households (000) & %)						12,740 15.3		15.3*		12,500 15.0		12,410 14.9		17,240 20.7		20.4*	21.0*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						23 15.2		24* 15.4		23 15.2		22 14.9		34 20.1		32* 20.7	36* 21.0
TV HOUSEHOLDS USING TV WK. 1		60.3	61.7	62.1	63.1	63.6	65.2	66.1	66.8	66.0	66.6	65.8	66.3	64.4	63.7	61.0	59.1	
(See Def. 1) WK. 2		58.0	59.6	60.7	62.9	64.0	65.6	66.0	66.2	66.0	67.2	66.3	66.4	63.6	62.1	59.9	57.6	

U.S. TV Households: 83,300,000

For explanation of symbols, see page A

EVE THU. MAR. 3, 1983

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.FRI. FEB.25, 1983

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					15,330 18.4		12,500 15.0		15,410 18.5							
	ABC TV					BENSON		NEW ODD COUPLE					ABC FRIDAY NIGHT MOVIE				
	AVERAGE AUDIENCE (Households (000) & %)					13,830 16.6		11,500 13.8		9,500 11.4		10.2*		10.3*		12.7*	12.3*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					26 16.6		22 14.0		18 10.3		16 *		16 *		21 *	21 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					21,990 26.4				24,410 29.3				20,830 25.0			
	CBS TV							DUKES OF HAZZARD (OP)				DALLAS			FALCON CREST		
	AVERAGE AUDIENCE (Households (000) & %)					17,830 21.4	20.5*		22.4*	21,160 25.4	24.7*		26.2*	17,910 21.5	21.6*		21.5*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					34 19.8	32 *		36 *	40 23.8	39 *		40 *	36 21.6	35 *		37 *
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					13,240 15.9				16,330 19.6				13,240 15.9			
	NBC TV							POWERS OF MATTHEW STAR (OP)				KNIGHT RIDER (SUS-OP)			REMINGTON STEELE		
	AVERAGE AUDIENCE (Households (000) & %)					10,080 12.1	11.9*		12.2*	13,330 16.0	15.9*		16.1*	10,910 13.1	13.1*		13.2*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					19 11.9	19 *		19 *	25 15.7	25 *		25 *	22 13.2	21 *		22 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					15,660 18.8		13,910 16.7		12,000 14.4				11,910 14.3			
	ABC TV					BENSON		AT EASE				RENEGADES (OP)			GOLD MONKEY		
	AVERAGE AUDIENCE (Households (000) & %)					13,740 16.5		12,330 14.8		9,000 10.8	10.8*		10.7*	9,330 11.2	11.0*		11.4*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					27 16.1		24 15.2		17 11.0	17 *		16 *	19 10.7	18 *		20 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					19,240 23.1				23,910 28.7				21,820 26.2			
	CBS TV							DUKES OF HAZZARD (OP)				DALLAS			FALCON CREST		
	AVERAGE AUDIENCE (Households (000) & %)					15,240 18.3	17.1*		19.4*	20,910 25.1	24.0*		26.2*	18,660 22.4	22.9*		21.8*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					30 16.8	28 *		31 *	39 23.3	38 *		40 *	38 23.4	38 *		38 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					13,660 16.4				16,580 19.9				15,740 18.9			
	NBC TV							POWERS OF MATTHEW STAR (OP)				KNIGHT RIDER (OP)			REMINGTON STEELE		
	AVERAGE AUDIENCE (Households (000) & %)					9,500 11.4	11.0*		11.7*	12,990 15.6	15.0*		16.3*	12,580 15.1	15.2*		14.9*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					18 10.9	18 *		19 *	24 14.6	24 *		25 *	26 15.2	25 *		26 *
TV HOUSEHOLDS USING TV WK 1		59.6	61.2	61.6	62.7	62.8	63.5	62.8	62.8	63.4	64.3	64.4	65.2	61.4	60.9	59.8	58.0
(See Def. 1) WK 2		56.0	58.4	58.9	59.8	61.2	61.8	61.9	62.3	62.6	63.7	64.8	64.9	61.7	59.7	58.2	56.3

U.S. TV Households: 83,300,000

For explanation of symbols, See page A

EVE.FRI. MAR.4, 1983

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. SAT. FEB. 26, 1983

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					17,660 21.2				22,320 26.8				19,080 22.9			
	ABC TV					T.J. HOOKER (OP)				LOVE BOAT (OP)				FANTASY ISLAND			
	AVERAGE AUDIENCE (Households (000) & %)					13,990 16.8	15.7*		18.0*	18,410 22.1	20.4*		23.7*	15,660 18.8	18.6*		19.0*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					28 15.1	26* 16.3		29* 17.5	35 18.5	33* 21.1		38* 23.7	33 18.3	32* 18.8		34* 19.2
E E K 2	TOTAL AUDIENCE (Households (000) & %)					15,490 18.6				19,240 23.1							
	CBS TV					WIZARDS & WARRIORS (OP)				CBS SAT. NIGHT MOVIE ZORRO, THE GAY BLADE							
	AVERAGE AUDIENCE (Households (000) & %)					11,000 13.2	13.5*		13.0*	11,080 13.3	12.7*		13.1*		14.1*		13.1*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					22 14.1	22* 12.8		21* 13.0	22 13.3	20* 12.1		21* 12.8		24* 13.5		23* 12.4
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					15,580 18.7		14,660 17.6		15,160 18.2		11,500 13.8		11,660 14.0			
	NBC TV					DIFF'RENT STROKES-SAT.		SILVER SPOONS (OP)		MAMA'S FAMILY		TEACHERS ONLY (OP)		FAMILY TREE			
	AVERAGE AUDIENCE (Households (000) & %)					13,160 15.8		13,330 16.0		13,330 16.0		10,080 12.1		9,000 10.8		11.0*	10.7*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					26 16.7		26 16.3		26 16.1		19 13.1		19 12.5		19*	19*
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					16,330 19.6				21,070 25.3				20,990 25.2			
	ABC TV					T.J. HOOKER (OP)				LOVE BOAT (OP)				FANTASY ISLAND			
	AVERAGE AUDIENCE (Households (000) & %)					12,910 15.5	14.2*		16.8*	16,910 20.3	18.6*		22.0*	17,240 20.7	20.5*		20.9*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					27 13.3	25* 15.1		28* 16.5	34 17.1	31* 17.7		37* 22.1	37 20.2	36* 20.8		38* 21.0
E E K 2	TOTAL AUDIENCE (Households (000) & %)					14,660 17.6				20,080 24.1							
	CBS TV					WIZARDS & WARRIORS (OP)				CBS SAT. NIGHT MOVIE THE JAZZ SINGER (9:00-11:30PM)							
	AVERAGE AUDIENCE (Households (000) & %)					10,500 12.6	12.4*		12.7*	11,080 13.3	12.0*		12.5*		14.2*		14.0*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					22 12.8	22* 12.1		21* 13.0	24 12.3	20* 11.7		21* 12.3		25* 14.1		25* 14.0
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					14,240 17.1		14,240 17.1		13,990 16.8		11,080 13.3		8,330 10.0			
	NBC TV					DIFF'RENT STROKES-SAT.		SILVER SPOONS (OP)		MAMA'S FAMILY		TEACHERS ONLY		NBC REPORTS			
	AVERAGE AUDIENCE (Households (000) & %)					12,080 14.5		12,830 15.4		12,500 15.0		9,660 11.6		5,160 6.2		6.7*	5.8*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					25 13.7		26 15.2		25 15.5		19 15.2		11 7.5		12* 5.9	10* 5.8
TV HOUSEHOLDS USING TV WK. 1		56.7	58.0	58.5	59.5	60.2	60.4	60.9	61.7	62.3	62.9	62.6	62.7	59.3	58.2	56.7	55.5
(See Def. 1) WK. 2		53.3	54.8	55.2	56.0	56.7	57.3	58.9	59.4	59.5	60.3	60.3	59.7	57.6	56.7	55.8	54.8

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

EVE. SAT. MAR. 5, 1983

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. FEB.26, 1983

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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TOTAL AUDIENCE { 5,000
(Households (000) & %) { 6.0

ABC TV

ABC
WEEKEND
REPORT-
SAT.

AVERAGE AUDIENCE { 4,750
(Households (000) & %) { 5.7
SHARE OF AUDIENCE % 11
AVG. AUD. BY ¼ HR. % 5.7

W

TOTAL AUDIENCE {
(Households (000) & %) {

E

CBS TV

E

AVERAGE AUDIENCE {
(Households (000) & %) {
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

K

1

TOTAL AUDIENCE {
(Households (000) & %) {

10,000
12.0

NBC TV

SATURDAY NIGHT
(11:30-12:52AM)
(SUSTAINING 12:52-1:00AM)

AVERAGE AUDIENCE { 5,830
(Households (000) & %) { 7.0
SHARE OF AUDIENCE % 20
AVG. AUD. BY ¼ HR. % 8.1

8.0* 6.9* 5.6*
20 * 20 * 19 *
8.0 6.9 6.9 5.9 5.0

TOTAL AUDIENCE { 4,910
(Households (000) & %) { 5.9

ABC TV

ABC
WEEKEND
REPORT-
SAT.

AVERAGE AUDIENCE { 4,660
(Households (000) & %) { 5.6
SHARE OF AUDIENCE % 11
AVG. AUD. BY ¼ HR. % 5.6

W

TOTAL AUDIENCE {
(Households (000) & %) {

E

CBS TV

CBS SAT. NIGHT
MOVIE
THE JAZZ SINGER
(9:00-11:30PM)

AVERAGE AUDIENCE { 14.0*
(Households (000) & %) {
SHARE OF AUDIENCE % 28 *
AVG. AUD. BY ¼ HR. % 15.0

K

2

TOTAL AUDIENCE {
(Households (000) & %) {

10,500
12.6

NBC TV

SATURDAY NIGHT
(11:30-12:51AM)
(SUSTAINING 12:51-1:00AM)

AVERAGE AUDIENCE { 5,830
(Households (000) & %) { 7.0
SHARE OF AUDIENCE % 20
AVG. AUD. BY ¼ HR. % 8.1

7.7* 6.9* 6.2*
20 * 21 * 21 *
7.4 6.9 6.5 5.6

TV HOUSEHOLDS USING TV WK 1	WK 2	52.0	47.6	42.3	39.2	35.7	33.3	30.2	28.1	25.3	23.2	20.0	18.0	15.7	14.2	12.2	10.6
(See Def. 1)		51.9	46.6	41.1	37.7	33.7	31.6	29.6	27.4	24.5	22.1	19.6	17.3	15.2	13.5	12.0	11.2

U.S. TV Households: 83,300,000

For explanation of symbols, See page A

EVE.SAT. MAR.5, 1983

		TIME															
		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	14,240 17.1				18,490 22.2				24,410 29.3							
	ABC TV	RIPLEY'S BELIEVE IT-NOT				MATT HOUSTON (OP)				ABC SUNDAY NIGHT MOVIE STARLIGHT: THE PLANE THAT COULDN'T LAND (9:00-12:00AM)(OP)							
	AVERAGE AUDIENCE (Households (000) & %)	10,330 12.4	11.8*		13.0*	15,490 18.6	17.7*		19.6*	14,740 17.7	16.8*		17.4*		17.9*	17.1*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	20 11.4	19*	12.4	20*	27 17.1	26*	18.2	28*	29 17.3	24*	16.3	25*	17.4	26*	26*	17.2
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	24,820 29.8				18,240 21.9				17,910 21.5				33,820 40.6			
	CBS TV	60 MINUTES				ARCHIE BUNKER'S PLACE				GLORIA (OP)				SPECIAL MOVIE PRSNT.-CBS 9 TO 5 (9:00-11:15PM)			
	AVERAGE AUDIENCE (Households (000) & %)	19,740 23.7	23.1*		24.4*	16,240 19.5		16,740 20.1		23,820 28.6	27.9*		28.9*		29.5*	29.0*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	37 22.5	37*	24.3	38*	29 19.2	29	29	20.8	42 27.1	40*	28.9	41*	29.2	43*	44*	28.7
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	11,660 14.0				16,990 20.4				18,580 22.3							
	NBC TV	VOYAGERS				CHIPS (OP)				NBC SUNDAY NIGHT MOVIE COCAINE: ONE MAN'S SEDUCTION							
	AVERAGE AUDIENCE (Households (000) & %)	8,750 10.5	9.4*		11.6*	13,660 16.4	15.7*		17.1*	12,830 15.4	15.6*		15.4*		15.4*	15.1*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	17 8.7	15*	11.3	18*	24 14.8	23*	16.6	25*	23 15.7	22*	15.4	22*	15.5	23*	23*	15.0
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	14,240 17.1				18,580 22.3				23,820 28.6							
	ABC TV	RIPLEY'S BELIEVE IT-NOT (R)				MATT HOUSTON (OP)				ABC SUNDAY NIGHT MOVIE BABY SISTER (OP)							
	AVERAGE AUDIENCE (Households (000) & %)	10,580 12.7	12.1*		13.3*	15,410 18.5	17.5*		19.5*	15,990 19.2	18.1*		19.7*		20.0*	19.2*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	20 11.7	19*	13.2	20*	27 16.8	26*	18.1	28*	30 17.5	27*	18.6	29*	19.5	31*	32*	18.4
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	28,160 33.8				17,990 21.6				15,490 18.6				19,990 24.0			
	CBS TV	60 MINUTES				ARCHIE BUNKER'S PLACE (R)				GLORIA (R)(OP)				JEFFERSONS			
	AVERAGE AUDIENCE (Households (000) & %)	21,820 26.2	25.0*		27.3*	15,580 18.7		14,410 17.3		17,490 21.0	16,830 20.2		15,660 18.8		19.2*	18.4*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	41 23.9	40*	27.4	42*	28 19.0	28	25	17.6	31 20.4	30	21.6	30*	20.1	30*	30*	18.0
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	13,160 15.8				16,830 20.2				21,070 25.3							
	NBC TV	VOYAGERS				CHIPS (OP)				NBC SUNDAY NIGHT MOVIE THE DEMON MURDER CASE (OP)							
	AVERAGE AUDIENCE (Households (000) & %)	9,250 11.1	9.8*		12.4*	13,910 16.7	16.2*		17.2*	13,910 16.7	16.7*		17.0*		16.6*	16.6*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	17 9.0	16*	11.5	19*	25 15.6	24*	17.3	25*	26 16.5	24*	16.8	25*	17.2	26*	27*	16.5
TV HOUSEHOLDS USING TV WK. 1		60.8	62.8	64.0	65.7	66.6	67.4	68.0	69.5	69.6	69.5	70.0	69.7	68.2	68.3	66.3	64.5
(See Def. 1) WK. 2		61.2	63.3	64.7	66.6	65.7	66.9	68.5	69.2	68.0	68.4	66.9	66.7	64.2	63.0	62.0	59.0

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

		TIME																
		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					2,670 3.2												
	ABC TV		ABC SUNDAY NIGHT MOVIE STARFLIGHT: THE PLANE THAT COULDN'T LAND (9:00-12:00MD)				ABC WEEKEND REPORT-SUN											
	AVERAGE AUDIENCE (Households (000) & %)					2,670												
	SHARE OF AUDIENCE %					3.2												
	AVG. AUD. BY 1/4 HR. %	18.0	18.2	18.8	19.3	3.2												
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	4,170 5.0																
	(1) CBS SUNDAY NEWS- OSGOOD																	
	AVERAGE AUDIENCE (Households (000) & %)	4,080																
	SHARE OF AUDIENCE %	4.9																
	AVG. AUD. BY 1/4 HR. %	26.8	4.9															
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	1,750 2.1																
	NBC TV		NBC LATE NIGHT MOVIE MACARTHUR, PART 1 (R) (11:30-12:10AM) (SUSTAINING 12:10-1:30AM)															
	AVERAGE AUDIENCE (Households (000) & %)	1,170																
	SHARE OF AUDIENCE %	1.4				1.4*												
	AVG. AUD. BY 1/4 HR. %	4				3*												
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	3,670 4.4																
	ABC TV		ABC WEEKEND REPORT-SUN															
	AVERAGE AUDIENCE (Households (000) & %)	3,500																
	SHARE OF AUDIENCE %	4.2																
	AVG. AUD. BY 1/4 HR. %	9																
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	5,160 6.2																
	CBS TV		CBS SUNDAY NEWS- OSGOOD															
	AVERAGE AUDIENCE (Households (000) & %)	4,910																
	SHARE OF AUDIENCE %	5.9																
	AVG. AUD. BY 1/4 HR. %	12																
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	1,830 2.2																
	NBC TV		NBC LATE NIGHT MOVIE MACARTHUR, PART 2 (R) (11:30-12:34AM) (SUSTAINING 12:34-1:30AM)															
	AVERAGE AUDIENCE (Households (000) & %)	1,000																
	SHARE OF AUDIENCE %	1.3				1.2*		1.3*										
	AVG. AUD. BY 1/4 HR. %	5				4*		6*										
TV HOUSEHOLDS USING TV WK. 1 59.8 49.5 44.0 38.7 28.6 24.8 21.4 17.6 15.3 14.4 12.5 10.6 9.2 8.1 7.3 6.1																		
(See Def. 1) WK. 2 50.2 43.4 34.5 29.8 24.9 22.0 18.3 16.4 14.4 12.4 10.5 9.5 7.7 6.6 5.3 4.9																		

For explanation of symbols, see page A

EVE. SUN. MAR. 6, 1983

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. FEB. 21-25, 1983

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)				6,000 7.2				5,830 7.0									
	ABC TV				GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING)				GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING)									
	AVERAGE AUDIENCE (Households (000) & %)				4,660 5.6				4,830 5.8									
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. %				27 5.6	5.7			26 5.8	5.9								
W E E K 2	TOTAL AUDIENCE (Households (000) & %)				3,670 4.4				3,250 3.9						4,580 5.5		4,830 5.8	
	CBS TV				CBS MORNING NEWS 1				CBS MORNING NEWS 2						\$25,000 PYRAMID		CHILD'S PLAY	
	AVERAGE AUDIENCE (Households (000) & %)				3,000 3.6				2,580 3.1						3,830 4.6		4,000 4.8	
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. %				17 3.5	3.7			14 3.1	3.2					20 4.4	4.8	20 4.7	4.9
W E E K 3	TOTAL AUDIENCE (Households (000) & %)				4,410 5.3				4,750 5.7						4,580 5.5		4,830 5.8	
	NBC TV				TODAY SHOW-7:30AM (CO-OP) (PARTICIPATING)				TODAY SHOW-8:30AM (CO-OP) (PARTICIPATING)						FACTS OF LIFE M-F		SALE OF THE CENTURY	
	AVERAGE AUDIENCE (Households (000) & %)				3,500 4.2				3,920 4.7						3,750 4.5		4,080 4.9	
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. %				20 4.2	4.1			21 4.9	4.5					19 4.3	4.7	20 4.8	5.0
W E E K 4	TOTAL AUDIENCE (Households (000) & %)				5,750 6.9				5,660 6.8									
	ABC TV				GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING)				GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING)									
	AVERAGE AUDIENCE (Households (000) & %)				4,580 5.5				4,660 5.6									
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. %				26 5.4	5.5			26 5.7	5.4								
W E E K 5	TOTAL AUDIENCE (Households (000) & %)				3,830 4.6				3,580 4.3						4,910 5.9		4,330 5.2	
	CBS TV				CBS MORNING NEWS 1				CBS MORNING NEWS 2						\$25,000 PYRAMID		CHILD'S PLAY	
	AVERAGE AUDIENCE (Households (000) & %)				3,080 3.7				2,920 3.5						4,080 4.9		3,670 4.4	
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. %				17 3.6	3.8			16 3.5	3.5					22 4.8	5.0	20 4.3	4.5
W E E K 6	TOTAL AUDIENCE (Households (000) & %)				4,910 5.9				4,410 5.3						3,580 4.3		4,000 4.8	
	NBC TV				TODAY SHOW-7:30AM (CO-OP) (PARTICIPATING)				TODAY SHOW-8:30AM (CO-OP) (PARTICIPATING)						FACTS OF LIFE M-F		SALE OF THE CENTURY	
	AVERAGE AUDIENCE (Households (000) & %)				3,920 4.7				3,670 4.4						2,920 3.5		3,500 4.2	
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. %				22 4.6	4.7			20 4.4	4.4					16 3.4	3.6	19 4.0	4.4
TV HOUSEHOLDS USING TV			WK 1	11.6	14.4	16.7	18.7	19.7	21.2	22.0	22.1	22.0	22.7	23.0	23.2	23.2	23.8	24.0
(See Def. 1)			WK 2	11.9	14.5	16.9	18.7	19.9	21.1	21.4	21.2	21.2	21.8	21.5	21.8	21.9	22.3	22.2

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

DAY MON.-FRI. FEB. 28-MAR. 4, 1983

		TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45		
W E K 1	{	TOTAL AUDIENCE (Households (000) & %)	7,000 8.4				5,750 6.9		5,660 6.8		10,000 12.0				9,160 11.0					
		ABC TV	LOVE BOAT DAYTIME				FAMILY FEUD		RYAN'S HOPE		ALL MY CHILDREN (OP)				ONE LIFE TO LIVE					
		AVERAGE AUDIENCE (Households (000) & %)	5,000 6.0		5.6*		6.4*		4,830 5.8		4,830 5.8		7,660 9.2		9.0*		6,830 8.2		8.4*	
		SHARE OF AUDIENCE %	24		23 *		25 *		21		21		29		28 *		28		29 *	
W E K 2	{	TOTAL AUDIENCE (Households (000) & %)	6,830 8.2		8,660 10.4						9,160 11.0				8,580 10.3		5,660 6.8			
		CBS TV	PRICE IS RIGHT 1		PRICE IS RIGHT 2 (OP)						YOUNG AND THE RESTLESS				AS THE WORLD TURNS		CAPITOL			
		AVERAGE AUDIENCE (Households (000) & %)	5,750 6.9		7,500 9.0				6,910 8.3		8.1*				6,830 8.2		5,000 6.0			
		SHARE OF AUDIENCE %	28		36				30		30 *				27		28 *		21	
W E K 3	{	TOTAL AUDIENCE (Households (000) & %)	5,910 7.1		3,250 3.9		2,330 2.8		3,080 3.7		6,750 8.1				5,910 7.1					
		NBC TV	WHEEL OF FORTUNE		HIT MAN		JUST MEN		SEARCH FOR TOMORROW		DAYS OF OUR LIVES				ANOTHER WORLD					
		AVERAGE AUDIENCE (Households (000) & %)	5,000 6.0		2,750 3.3		1,920 2.3		2,580 3.1		5,250 6.3		5.9*		4,330 5.2		5.2*		5.2*	
		SHARE OF AUDIENCE %	25		13		8		11		20		19 *		18		17 *		18 *	
W E K 4	{	TOTAL AUDIENCE (Households (000) & %)	5,580 6.7				5,330 6.4		5,250 6.3		9,160 11.0				8,080 9.7					
		ABC TV	LOVE BOAT DAYTIME				FAMILY FEUD		RYAN'S HOPE		ALL MY CHILDREN (OP)				ONE LIFE TO LIVE					
		AVERAGE AUDIENCE (Households (000) & %)	3,750 4.5		4.1*		5.0*		4,410 5.3		4,410 5.3		7,000 8.4		6,080 7.3		7.2*		7.5*	
		SHARE OF AUDIENCE %	19		18 *		21 *		21		20		28 *		27		26 *		29 *	
W E K 5	{	TOTAL AUDIENCE (Households (000) & %)	6,830 8.2		8,910 10.7				8,660 10.4				7,750 9.3				5,330 6.4			
		CBS TV	PRICE IS RIGHT 1		PRICE IS RIGHT 2 (OP)						YOUNG AND THE RESTLESS				AS THE WORLD TURNS		CAPITOL			
		AVERAGE AUDIENCE (Households (000) & %)	5,910 7.1		7,750 9.3				6,660 8.0		8.0*				6,250 7.5		4,750 5.7			
		SHARE OF AUDIENCE %	32		39				30		31 *				26		28 *		22	
W E K 6	{	TOTAL AUDIENCE (Households (000) & %)	5,410 6.5		3,080 3.7		2,420 2.9		3,080 3.7		7,000 8.4				5,410 6.5					
		NBC TV	WHEEL OF FORTUNE		HIT MAN		JUST MEN		SEARCH FOR TOMORROW		DAYS OF OUR LIVES				ANOTHER WORLD					
		AVERAGE AUDIENCE (Households (000) & %)	4,660 5.6		2,500 3.0		1,920 2.3		2,500 3.0		5,580 6.7		6.4*		4,080 4.9		5.1*		4.6*	
		SHARE OF AUDIENCE %	25		13		9		11		23		22 *		18		19 *		18 *	
TV HOUSEHOLDS USING TV (See Def. 1)			WK. 1	24.5	25.3	25.4	26.5	27.9	28.8	28.3	29.3	30.5	31.2	30.7	30.9	30.1	30.1	28.8	29.7	
			WK. 2	22.8	23.8	24.4	24.9	26.1	27.1	26.2	27.2	28.0	29.0	28.5	28.5	27.3	27.5	25.8	26.9	

U.S. TV Households: 83,300,000

For explanation of symbols, See page A

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. FEB.21-25, 1983

		TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)		{	10,750 12.9					4,170 5.0									11,580 13.9
	ABC TV			GENERAL HOSPITAL				EDGE OF NIGHT								ABC WORLD NEWS TONIGHT		
	AVERAGE AUDIENCE (Households (000) & %)		{	8,660 10.4	10.1*		10.7*	3,500 4.2										10,330 12.4
	SHARE OF AUDIENCE %		{	33	33 *		32 *	12										21
AVG. AUD. BY ¼ HR. %		{	9.9	10.3	10.6	10.7	4.3	4.1									12.3	12.5
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{	8,080 9.7					3,000 3.6									14,240 17.1
	CBS TV			GUIDING LIGHT (OP)				TATTLETALES								CBS EVENING NEWS-RATHER		
	AVERAGE AUDIENCE (Households (000) & %)		{	6,330 7.6	7.4*		8.0*	2,500 3.0										12,580 15.1
	SHARE OF AUDIENCE %		{	24	24 *		24 *	9										26
AVG. AUD. BY ¼ HR. %		{	7.2	7.4	7.8	8.2	2.9	3.1									14.7	15.4
W E E K 3	TOTAL AUDIENCE (Households (000) & %)		{	4,830 5.8														11,410 13.7
	NBC TV			FANTASY												NBC NIGHTLY NEWS		
	AVERAGE AUDIENCE (Households (000) & %)		{	3,500 4.2	4.0*		4.5*											9,910 11.9
	SHARE OF AUDIENCE %		{	13	13 *		14 *											20
AVG. AUD. BY ¼ HR. %		{	3.7	4.2	4.4	4.5											11.7	12.0
W E E K 4	TOTAL AUDIENCE (Households (000) & %)		{	10,330 12.4					3,750 4.5									11,660 14.0
	ABC TV			GENERAL HOSPITAL				EDGE OF NIGHT				(S) (OP)				ABC WORLD NEWS TONIGHT		
	AVERAGE AUDIENCE (Households (000) & %)		{	8,000 9.6	9.3*		10.0*	3,170 3.8										10,160 12.2
	SHARE OF AUDIENCE %		{	33	33 *		32 *	12										21
AVG. AUD. BY ¼ HR. %		{	9.0	9.6	9.9	10.1	3.9	3.8									12.0	12.4
W E E K 5	TOTAL AUDIENCE (Households (000) & %)		{	7,750 9.3					3,000 3.6									13,830 16.6
	CBS TV			GUIDING LIGHT (OP)				TATTLETALES (TU-F)(S)(OP)								CBS EVENING NEWS-RATHER		
	AVERAGE AUDIENCE (Households (000) & %)		{	6,000 7.2	7.0*		7.4*	2,580 3.1										12,080 14.5
	SHARE OF AUDIENCE %		{	25	25 *		24 *	10										26
AVG. AUD. BY ¼ HR. %		{	6.8	7.1	7.2	7.6	3.0	3.2									14.2	14.8
W E E K 6	TOTAL AUDIENCE (Households (000) & %)		{	4,080 4.9														11,080 13.3
	NBC TV			FANTASY												NBC NIGHTLY NEWS		
	AVERAGE AUDIENCE (Households (000) & %)		{	2,750 3.3	3.1*		3.5*											9,660 11.6
	SHARE OF AUDIENCE %		{	11	11 *		11 *											20
AVG. AUD. BY ¼ HR. %		{	3.0	3.2	3.6	3.5											11.4	11.7
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	30.7	31.9	33.0	34.7	34.4	36.1	37.3	39.2	41.4	43.8	45.9	48.8	52.0	55.1	57.2	59.2
		WK. 2	28.0	29.5	30.8	32.7	32.6	34.3	35.3	37.3	39.7	42.8	44.5	47.2	50.1	52.8	55.2	57.3

U.S. TV Households: 83,300,000

For explanation of symbols, See page A

DAY MON.-FRI. FEB.28-MAR.4, 1983

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. FEB. 26, 1983

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E K 1	TOTAL AUDIENCE (Households (000) & %)					4,410 5.3		5,250 6.3		7,330 8.8		7,160 8.6		5,160 6.2		5,660 6.8	
	ABC TV					SUPERFRIENDS (OP)		PAC-MAN/RASCALS/ RICHIE-1		PAC-MAN/RASCALS/ RICHIE-2		PAC-MAN/RASCALS/ RICHIE-3		SCOOBY DOO/PUPPY HOUR-1		SCOOBY DOO/PUPPY HOUR-2 (OP)	
	AVERAGE AUDIENCE (Households (000) & %)					3,330 4.0		4,500 5.4		6,000 7.2		6,250 7.5		4,330 5.2		4,750 5.7	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					24 3.5	4.6	26 5.0	5.8	31 7.1	7.3	29 7.4	7.6	19 5.1	5.4	20 5.9	5.5
W E K 2	TOTAL AUDIENCE (Households (000) & %)	2,830 3.4				2,330 2.8		3,420 4.1		3,080 3.7		4,830 5.8		7,080 8.5		7,910 9.5	
	CBS TV					POPEYE/OLIVE COMEDY SHOW (OP)		PANDAMONIUM (OP)		MEATBALL & SPAGHETTI (OP)		BUGS BUNNY/ROAD RUNNER 1 (OP)		BUGS BUNNY/ROAD RUNNER 2		DUKES (OP)	
	AVERAGE AUDIENCE (Households (000) & %)	1,420 1.7	1.2*		2.2*	1,920 2.3		2,670 3.2		2,580 3.1		3,920 4.7		5,660 6.8		7,080 8.5	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	18 .9	16* 1.5	2.0	19* 2.3	14 2.4	2.3	16 3.1	3.4	13 3.1	3.1	18 4.4	5.1	25 6.6	7.0	30 8.3	8.6
W E K 1	TOTAL AUDIENCE (Households (000) & %)					4,080 4.9		5,910 7.1		7,000 8.4		7,080 8.5		8,250 9.9		6,000 7.2	
	NBC TV					FLINTSTONE FUNNIES (OP)		SHIRT TALES (OP)		SMURFS I		SMURFS II		SMURFS III (OP)		GARY COLEMAN SHOW (OP)	
	AVERAGE AUDIENCE (Households (000) & %)					3,500 4.2		4,830 5.8		5,910 7.1		6,250 7.5		7,160 8.6		4,910 5.9	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					25 3.6	4.8	28 5.6	6.0	30 6.9	7.3	29 7.3	7.7	31 8.7	8.5	21 5.9	5.9
W E K 2	TOTAL AUDIENCE (Households (000) & %)					3,750 4.5		4,580 5.5		6,000 7.2		6,080 7.3		6,000 7.2		6,080 7.3	
	ABC TV					SUPERFRIENDS (OP)		PAC-MAN/RASCALS/ RICHIE-1		PAC-MAN/RASCALS/ RICHIE-2		PAC-MAN/RASCALS/ RICHIE-3		SCOOBY DOO/PUPPY HOUR-1		SCOOBY DOO/PUPPY HOUR-2 (OP)	
	AVERAGE AUDIENCE (Households (000) & %)					2,580 3.1		3,830 4.6		4,910 5.9		5,250 6.3		5,080 6.1		5,160 6.2	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					19 2.7	3.5	22 4.2	5.0	24 5.8	5.9	23 6.2	6.5	22 5.8	6.3	24 6.5	5.9
W E K 1	TOTAL AUDIENCE (Households (000) & %)	2,080 2.5				2,750 3.3		3,420 4.1		3,670 4.4		4,250 5.1		5,910 7.1		6,080 7.3	
	CBS TV					POPEYE/OLIVE COMEDY SHOW (OP)		PANDAMONIUM (OP)		MEATBALL & SPAGHETTI (OP)		BUGS BUNNY/ROAD RUNNER 1 (OP)		BUGS BUNNY/ROAD RUNNER 2		DUKES (OP)	
	AVERAGE AUDIENCE (Households (000) & %)	1,080 1.3	.9*		1.7*	2,080 2.5		2,920 3.5		2,920 3.5		3,500 4.2		4,750 5.7		5,000 6.0	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	15 .8	13* 1.0	1.4	16* 2.1	15 2.3	2.8	17 3.3	3.6	14 3.5	3.5	16 3.9	4.6	21 5.8	5.7	23 6.1	5.8
W E K 2	TOTAL AUDIENCE (Households (000) & %)					3,830 4.6		5,660 6.8		8,330 10.0		9,330 11.2		8,410 10.1		6,080 7.3	
	NBC TV					FLINTSTONE FUNNIES (OP)		SHIRT TALES (OP)		SMURFS I		SMURFS II		SMURFS III (OP)		GARY COLEMAN SHOW (OP)	
	AVERAGE AUDIENCE (Households (000) & %)					3,170 3.8		4,830 5.8		6,910 8.3		7,580 9.1		7,250 8.7		5,000 6.0	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					23 3.2	4.3	28 5.5	6.1	34 7.5	9.1	34 9.2	9.0	32 9.2	8.2	23 6.1	6.0
TV HOUSEHOLDS USING TV WK. 1		8.0	10.3	12.6	15.1	17.4	19.2	20.6	21.8	22.8	24.2	25.2	26.9	27.0	28.0	28.0	29.0
(See Def. 1) WK. 2		7.6	9.0	10.3	13.3	16.1	19.4	21.8	23.9	25.5	26.3	26.4	27.4	27.2	27.0	26.0	26.3

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

DAY SAT. MAR. 5, 1983

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. FEB. 26, 1983

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E K 1	TOTAL AUDIENCE (Households (000) & %)	{	5,080 6.1		4,410 5.3		5,580 6.7		8,000 9.6								
	ABC TV		WORK/LAVERNE/ FONZ HOUR-1		WORK/LAVERNE/ FONZ HOUR-2 (OP)		ABC WEEKEND SPECIALS SCRUFFY, PART 1		← AMERICAN BANDSTAND '83 →								
	AVERAGE AUDIENCE (Households (000) & %)	{	3,920 4.7		3,750 4.5		4,580 5.5		4,580 5.5	5.0*			6.0*				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		16 4.6	4.8	15 4.5	4.5	17 5.1	5.8	16 4.9	15* 5.0			18* 5.8				
E K 2	TOTAL AUDIENCE (Households (000) & %)	{	6,580 7.9		7,000 8.4		5,750 6.9		4,660 5.6		4,000 4.8		13,490 16.2				
	CBS TV		B BUNNY/ROAD RUNNER 3(B) (OP)		B BUNNY/ROAD RUNNER 4(B) (OP)		GILLIGAN'S PLANET (OP)		NEW FAT ALBERT SHOW (OP)		BLACKSTAR (OP)		← CBS NCAA BASKETBALL-SAT NOTRE DAME VS DEPAUL (1:30-3:47PM) →				
	AVERAGE AUDIENCE (Households (000) & %)	{	5,580 6.7		6,000 7.2		4,500 5.4		3,830 4.6		3,330 4.0		6,000 7.2	5.4*		6.0*	7.2*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		23 6.8	6.6	24 7.1	7.4	17 5.5	5.4	14 4.6	12 4.7	12 3.8	20 4.2	16* 5.3		18* 5.7	20* 6.2	20* 6.7
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{	6,410 7.7		6,410 7.7		4,410 5.3		4,660 5.6								
	NBC TV		HULK/SPIDERMAN 1		HULK/SPIDERMAN 2 (OP)		JETSONS		FLASH GORDON								
	AVERAGE AUDIENCE (Households (000) & %)	{	5,410 6.5		5,410 6.5		3,670 4.4		4,080 4.9								
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		23 6.5	6.5	22 6.1	6.9	14 4.2	4.6	15 4.9	15 4.9							
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{	5,080 6.1		5,500 6.6		4,750 5.7		6,160 7.4								
	ABC TV		WORK/LAVERNE/ FONZ HOUR-1		WORK/LAVERNE/ FONZ HOUR-2 (OP)		ABC WEEKEND SPECIALS SCRUFFY, PART 2		← AMERICAN BANDSTAND '83 →								
	AVERAGE AUDIENCE (Households (000) & %)	{	4,330 5.2		4,500 5.4		3,750 4.5		3,580 4.3	4.1*			4.6*				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		20 5.1	5.3	20 5.6	5.1	17 4.5	4.5	15 3.8	14* 4.4			15* 4.5				
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{	5,660 6.8		5,910 7.1		5,080 6.1		5,250 6.3		5,500 6.6		4,170 5.0				
	CBS TV		BUGS BUNNY/ROAD RUNNER 3 (OP)		BUGS BUNNY/ROAD RUNNER 4 (OP)		GILLIGAN'S PLANET (OP)		NEW FAT ALBERT SHOW (OP)		BLACKSTAR (OP)		CBS CHILDREN'S FILM FEST. FIRST WINTER				
	AVERAGE AUDIENCE (Households (000) & %)	{	4,580 5.5		5,250 6.3		4,250 5.1		4,250 5.1		4,580 5.5		3,170 3.8				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		21 5.3	5.8	23 6.3	6.3	19 5.0	5.2	18 5.0	18 5.3	19 5.5	13 5.5	13 3.7	3.8			
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{	5,500 6.6		5,500 6.6		4,080 4.9		3,330 4.0		11,500 13.8						
	NBC TV		HULK/SPIDERMAN 1		HULK/SPIDERMAN 2 (OP)		JETSONS		FLASH GORDON		← NCAA BASKETBALL-REG'L VARIOUS TEAMS AND TIMES- MULTI-SEGMENT TELECAST (-OP) →						
	AVERAGE AUDIENCE (Households (000) & %)	{	4,910 5.9		4,660 5.6		3,500 4.2		3,000 3.6		5,160 6.2	5.2*		5.9*		6.2*	6.9*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		22 5.8	6.1	21 5.7	5.6	15 4.0	4.4	13 3.6	13 3.6	20 5.1	17* 5.3	20* 5.8	20* 6.1	20* 6.0	21* 6.5	21* 6.8
TV HOUSEHOLDS USING TV		WK. 1	28.8	29.6	30.3	31.4	31.8	33.5	33.5	33.4	32.6	33.2	34.2	34.9	34.5	35.3	35.4
(See Def. 1)		WK. 2	25.8	27.1	27.6	27.2	26.9	28.1	27.6	28.7	29.4	29.4	28.0	28.9	29.1	30.6	31.5

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

DAY SAT. MAR. 5, 1983

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. FEB. 26, 1983

		TIME																
		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45	
W	TOTAL AUDIENCE (Households (000) & %)	{ 3,500 4.2		{ 10,830 13.0						{ 15,830 19.0								
	ABC TV	SPORTSBEAT		PRO BOWLERS TOUR				ABC WIDE WORLD-SPORTS SAT										
	AVERAGE AUDIENCE (Households (000) & %)	{ 2,580 3.1		{ 6,410 7.7		{ 6.0* 15 *		{ 8.4* 21 *		{ 8.7* 21 *		{ 9,000 10.8		{ 9.6* 22 *		{ 10.9* 23 *		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{ 8 3.3		{ 19 5.4		{ 15* 6.7		{ 21* 8.4		{ 21* 8.5		{ 9.0 8.9		{ 10.1 11.0		{ 10.8 12.0		
E	TOTAL AUDIENCE (Households (000) & %)	{ 7,080 8.5		{ 11,410 13.7												{ 10,580 12.7		
	CBS TV	CBS NCAA BASKETBALL-SAT NOTRE DAME VS DEPAUL (1:30-3:47PM) (-OP)		DORAL EASTERN OPEN-SAT. (3:47-4:30PM) (OP)				CBS SPORTS SATURDAY										
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,750 5.7		{ 5,660 6.8		{ 5.5* 14 *		{ 5.2* 13 *		{ 7.0* 17 *		{ 8.1* 18 *		{ 9,250 11.1				
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{ 23* 8.3		{ 15 8.7		{ 15 10.4		{ 16 6.2		{ 13* 5.8		{ 17* 5.2		{ 18* 4.9		{ 21 6.7		
K	TOTAL AUDIENCE (Households (000) & %)	{ 11,330 13.6												{ 6,750 8.1				
	NBC TV					NCAA BASKETBALL-REG'L VARIOUS TEAMS AND TIMES- MULTI-SEGMENT TELECAST												
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,830 5.8		{ 5.0* 12 *		{ 5.3* 13 *		{ 5.7* 13 *		{ 6.6* 15 *		{ 5,750 6.9		{ 6.8 13				
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{ 13 5.0		{ 12* 5.1		{ 13* 5.2		{ 13* 5.3		{ 13* 5.7		{ 15* 6.2		{ 13 4.4				
1	TOTAL AUDIENCE (Households (000) & %)	{ 2,420 2.9		{ 10,750 12.9						{ 16,990 20.4								
	ABC TV	SPORTSBEAT		PRO BOWLERS TOUR				ABC WIDE WORLD-SPORTS SAT										
	AVERAGE AUDIENCE (Households (000) & %)	{ 2,000 2.4		{ 5,910 7.1		{ 5.3* 15 *		{ 7.1* 19 *		{ 8.9* 22 *		{ 9,250 11.1		{ 11.0* 26 *				
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{ 7 2.3		{ 19 5.0		{ 15* 5.6		{ 19* 6.7		{ 22* 7.5		{ 25 8.2		{ 26* 9.5				
W	TOTAL AUDIENCE (Households (000) & %)	{ 10,250 12.3												{ 11,410 13.7				
	CBS TV					CBS SPORTS SATURDAY												
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,080 4.9		{ 4.2* 11 *		{ 5.1* 13 *		{ 5.3* 12 *		{ 9,250 11.1		{ 11.0* 26 *		{ 11.3* 26 *				
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{ 12 4.2		{ 11* 4.1		{ 13* 4.8		{ 12* 5.4		{ 25 5.4		{ 26* 5.3		{ 26* 10.4				
E	TOTAL AUDIENCE (Households (000) & %)	{ 11,250 13.5												{ 7,580 9.1				
	NBC TV					NCAA BASKETBALL-REG'L-2 VARIOUS TEAMS AND TIMES- MULTI-SEGMENT TELECAST (OP)(-OP)												
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,500 6.6		{ 6.5* 21 *		{ 6.1* 18 *		{ 6.8* 19 *		{ 7.1* 19 *		{ 4,170 5.0		{ 4.7* 12 *				
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{ 19 5.1		{ 21* 6.8		{ 18* 6.1		{ 19* 6.6		{ 19* 7.1		{ 13 7.1		{ 12* 4.3				
K	TOTAL AUDIENCE (Households (000) & %)	{ 6,750 8.1												{ 7,580 9.1				
	NBC TV					INVERRARY CLASSIC-SAT. VARIOUS TEAMS AND TIMES- MULTI-SEGMENT TELECAST (OP)												
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,500 6.6		{ 6.5* 21 *		{ 6.1* 18 *		{ 6.8* 19 *		{ 7.1* 19 *		{ 4,170 5.0		{ 4.7* 12 *				
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{ 19 5.1		{ 21* 6.8		{ 18* 6.1		{ 19* 6.6		{ 19* 7.1		{ 13 7.1		{ 12* 4.3				
2	TV HOUSEHOLDS USING TV (See Def. 1)	WK 1	37.0	37.8	39.5	40.5	40.4	40.4	41.7	43.0	43.0	44.3	45.2	48.0	50.4	52.2	53.6	54.9
		WK 2	31.9	32.4	33.4	35.0	35.8	37.5	39.3	41.0	41.3	42.0	42.0	44.3	47.4	50.0	52.2	53.2

U.S. TV Households: 83,300,000

For explanation of symbols, See page A

DAY SAT. MAR. 5, 1983

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. FEB. 27, 1983

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
------	------	------	------	------	------	------	------	------	------	------	------	------	-------	-------	-------	-------

TOTAL AUDIENCE (Households (000) & %) {																
ABC TV																
AVERAGE AUDIENCE (Households (000) & %) {																
SHARE OF AUDIENCE %																
AVG. AUD. BY ¼ HR. %																
W																
E	TOTAL AUDIENCE (Households (000) & %) {															
E	CBS TV															
K	AVERAGE AUDIENCE (Households (000) & %) {															
1	SHARE OF AUDIENCE %															
	AVG. AUD. BY ¼ HR. %															
	TOTAL AUDIENCE (Households (000) & %) {															
	NBC TV															
	AVERAGE AUDIENCE (Households (000) & %) {															
	SHARE OF AUDIENCE %															
	AVG. AUD. BY ¼ HR. %															
	TOTAL AUDIENCE (Households (000) & %) {															
	ABC TV															
	AVERAGE AUDIENCE (Households (000) & %) {															
	SHARE OF AUDIENCE %															
	AVG. AUD. BY ¼ HR. %															
W																
E	TOTAL AUDIENCE (Households (000) & %) {															
E	CBS TV															
K	AVERAGE AUDIENCE (Households (000) & %) {															
2	SHARE OF AUDIENCE %															
	AVG. AUD. BY ¼ HR. %															
	TOTAL AUDIENCE (Households (000) & %) {															
	NBC TV															
	AVERAGE AUDIENCE (Households (000) & %) {															
	SHARE OF AUDIENCE %															
	AVG. AUD. BY ¼ HR. %															
TV HOUSEHOLDS USING TV WK. 1																
(See Def. 1) WK. 2																

U.S. TV Households: 83,300,000

For explanation of symbols, see page A.

DAY SUN. MAR. 6, 1983

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. FEB. 27, 1983

		TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
WEEK 1	TOTAL AUDIENCE (Households (000) & %)				6,330 7.6										5,410 6.5		10,660 12.8	
	ABC TV				THIS WEEK-DAVID BRINKLEY →						DIRECTIONS (SUS)				USFL FOOTBALL PREVIEW		USA-WORLD- AMATEUR BOXING (2:30-4:00PM)	
	AVERAGE AUDIENCE (Households (000) & %)				3,830 4.6	4.4*			4.8*						4,000 4.8		6,000 7.2	5.8*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.				15 4.2	14* 4.6		4.7	15* 4.8						13 4.7	4.9	18 5.1	15* 6.4
WEEK 2	TOTAL AUDIENCE (Households (000) & %)				3,000 3.6						13,240 15.9							
	CBS TV				FACE THE NATION						CBS NCAA BASKETBALL UNLV VS WEST VIRGINIA MARQUETTE VS SOUTH CAROLINA (1:00-3:25PM)							
	AVERAGE AUDIENCE (Households (000) & %)				2,250 2.7						5,830 7.0	6.9*		7.8*		6.4*		6.8*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.				8 2.8		2.6				19 6.2	20* 7.6	7.7	21* 7.8	6.5	17* 6.3	6.7	18* 6.8
WEEK 3	TOTAL AUDIENCE (Households (000) & %)									3,830 4.6					8,500 10.2			
	NBC TV									MEET THE PRESS		RELIGIOS SERIES (SUS)			NCAA BASKETBALL GAME-SUN TENNESSEE VS KENTUCKY MINNESOTA VS IOWA (2:00-4:00PM)			
	AVERAGE AUDIENCE (Households (000) & %)									3,080 3.7					3,670 4.4	3.9*		3.6*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.									11 3.6	3.8				11 3.8	10* 3.9	9* 3.8	9* 3.4
WEEK 4	TOTAL AUDIENCE (Households (000) & %)				4,910 5.9								14,830 17.8					
	ABC TV				THIS WEEK-DAVID BRINKLEY →						DIRECTIONS (SUS)				ABC WIDE WORLD-SPORTS SP.			
	AVERAGE AUDIENCE (Households (000) & %)				2,580 3.1	2.9*			3.3*				5,830 7.0	5.4*		6.3*		9.5*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.				11 2.9	10* 2.9		3.3	11* 3.2				19 5.3	16* 5.5	6.0	17* 6.6	8.3	24* 10.6
WEEK 5	TOTAL AUDIENCE (Households (000) & %)				2,500 3.0			11,160 13.4									9,330 11.2	
	CBS TV				FACE THE NATION						NBA ON CBS PHILADELPHIA VS NEW JERSEY (12:00-2:36PM)(-OP)					CBS NCAA BASKETBALL MARQUETTE VS DEPAUL (2:36-4:42PM)(-OP)		
	AVERAGE AUDIENCE (Households (000) & %)				1,920 2.3			4,500 5.4	3.9*		5.4*		5.6*			6.1*	3.7	3.4*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.				8 2.4		2.2	17 3.6	14* 4.2	5.1	18* 5.7		18* 5.8	17* 5.5	5.8	17* 5.8	9* 3.7	9* 3.2
WEEK 6	TOTAL AUDIENCE (Households (000) & %)									3,830 4.6			9,410 11.3					
	NBC TV									MEET THE PRESS		NCAA BASKETBALL GAME-SUN MEMPHIS STATE VS LOUISVILLE (1:00-3:27PM)						
	AVERAGE AUDIENCE (Households (000) & %)									2,920 3.5			3,830 4.6	3.5*		4.0*		5.3*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.									12 3.3	3.7		13 3.2	11* 3.7	3.7	12* 4.3	11* 4.1	14* 4.9
TV HOUSEHOLDS USING TV (See Def. 1)			WK. 1	29.3	29.8	30.1	30.7	31.3	33.8	34.7	35.2	36.1	37.5	38.2	38.6	38.1	38.9	39.5
			WK. 2	26.6	26.9	27.8	28.9	29.3	31.3	32.2	32.4	32.4	32.5	33.4	34.6	35.5	36.4	36.9

U.S. TV Households: 83,300,000

For explanation of symbols, See page A

DAY SUN. MAR. 6, 1983

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. FEB. 27, 1983

		TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						17,660 21.2											9,160 11.0
	ABC TV																	ABC WRLD NEWS TONIGHT-SUN
	AVERAGE AUDIENCE (Households (000) & %)						8,830 10.6											7,660 9.2
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						18 * 20 *											17 8.9
W E E K 2	TOTAL AUDIENCE (Households (000) & %)																	11,660 14.0
	CBS TV																	CBS EVENING NEWS- DEAN
	AVERAGE AUDIENCE (Households (000) & %)						5,830 7.0											10,000 12.0
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						11 * 15											21 11.6
W E E K 3	TOTAL AUDIENCE (Households (000) & %)																	9,250 11.1
	NBC TV																	NBC NIGHTLY NEWS- SUN
	AVERAGE AUDIENCE (Households (000) & %)						5,750 6.9											7,410 8.9
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						15 * 16											16 8.5
W E E K 4	TOTAL AUDIENCE (Households (000) & %)																	4,580 5.5
	ABC TV																	ABC WRLD NEWS- SUN(B)
	AVERAGE AUDIENCE (Households (000) & %)						11,830 14.2											3,500 4.2
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						33 33 *											8 3.6
W E E K 5	TOTAL AUDIENCE (Households (000) & %)																	10,830 13.0
	CBS TV																	CBS EVENING NEWS- DEAN
	AVERAGE AUDIENCE (Households (000) & %)						6,000 7.2											9,080 10.9
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						16 5.1											20 9.9
W E E K 6	TOTAL AUDIENCE (Households (000) & %)																	9,000 10.8
	NBC TV																	NBC NIGHTLY NEWS- SUN
	AVERAGE AUDIENCE (Households (000) & %)						4,170 5.0											7,500 9.0
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						11 4.4											16 8.7
TV HOUSEHOLDS USING TV		WK. 1	40.6	41.2	41.8	42.8	42.5	43.4	43.8	45.5	45.5	47.5	49.1	51.7	54.7	57.0	56.8	58.8
(See Def. 1)		WK. 2	39.6	40.5	41.9	43.6	43.8	43.7	43.7	43.7	44.4	46.4	47.6	50.8	53.4	55.0	56.0	57.4

U.S. TV Households: 83,300,000

(1) CBS NCAA BASKETBALL, UNLV VS WEST VIRGINIA, MARQUETTE VS SOUTH CAROLINA, CBS, (1:00-3:25PM)

A-37 (2) NCAA BASKETBALL GAME-SUN, MEMPHIS STATE VS LOUISVILLE, NBC, (1:00-3:27PM)

For explanation of symbols, see page A

DAY SUN. MAR. 6, 1983

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1					WEEK 2				
				TOTAL AUDIENCE		AVERAGE AUDIENCE		AVG. AUD.BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE	
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	SHARE %
EVENING MONDAY													
NBC NBC NEWS CAPSULE-2-MON(SUS)	1	9.47- 9.48PM	9.45										
EVENING TUESDAY													
NBC NBC NEWS CAPSULE-2-TUE(SUS)	2	9.58- 9.59PM	9.45										
EVENING WEDNESDAY													
CBS GRAMMY AWARDS(S)	1	8.00-11.16PM	~GRID 11.00 11.15	34,650	41.6	17,990	21.6	33	18.2 15.8				
NBC NBC NEWS CAPSULE-2-WED(SUS)	1	9.58- 9.59PM	9.45										
EVENING THURSDAY													
NBC NBC NEWS CAPSULE-2-THU(SUS)	2	9.58- 9.59PM	9.45										
EVENING FRIDAY													
NBC NBC NEWS CAPSULE-2-FRI(SUS)	1	9.58- 9.59PM	9.45										
EVENING SATURDAY													
ABC ABC SPORTS UPDATE-SAT	1	8.58- 8.59PM	8.45	15,580	18.7	15,580	18.7	30	18.7	14,830	17.8	13,410	16.1
ABC ABC NEWSBRIEF-SAT.	2	8.57- 8.59PM	8.45							16,490	19.8	16,490	19.8
		9.58- 9.59PM	9.45	17,330	20.8	17,330	20.8	33	20.8				
CBS NEWSBREAK-SAT.	1	8.58- 8.59PM	8.45	9,910	11.9	9,910	11.9	19	11.9	11,330	13.6	10,410	12.5
	2	8.57- 8.59PM	8.45							10,750	12.9	10,750	12.9
NBC NBC NEWS CAPSULE-SAT		8.58- 8.59PM	8.45	11,500	13.8	11,500	13.8	22	13.8				
NBC NBC NEWS CAPSULE-2-SAT.	1	9.58- 9.59PM	9.45	7,580	9.1	7,580	9.1	15	9.1				
EVENING SUNDAY													
ABC ABC SPORTS UPDATE-SUN	1	8.29- 8.30PM	8.15	15,080	18.1	15,080	18.1	27	18.1	15,660	18.8	15,660	18.8
	2	8.34- 8.35PM	8.30										
ABC ABC NEWSBRIEF-SUN.	1	9.56- 9.58PM	9.45	14,160	17.0	13,830	16.6	24	16.6	15,580	18.7	15,580	18.7
	2	9.58- 9.59PM	9.45							14,160	17.0	14,160	17.0
CBS NEWSBREAK-SUN.		8.58- 8.59PM	8.45	16,660	20.0	16,660	20.0	29	20.0	10,160	12.2	10,160	12.2
NBC NBC NEWS CAPSULE-SUN		8.58- 8.59PM	8.45	9,330	11.2	9,330	11.2	16	11.2	11,910	14.3	11,910	14.3
NBC NBC NEWS CAPSULE-2-SUN.	2	10.00-10.01PM	10.00										
EVENING MONDAY-FRIDAY													
ABC ABC NEWSBRIEF-M-F		>	9.45 10.00	13,740	16.5	13,240	15.9	24	15.8 18.8	11,910	14.3	11,250	13.5
ABC ABC NEWS:NIGHTLINE		11.30-12.00MD	11.30 11.45	6,500	7.8	5,080	6.1	17	6.8 5.4	6,580	7.9	5,250	6.3
ABC VIEWPOINT(S)	1	11.30- 1.16AM	11.30 11.45 12.00 12.15 12.30 12.45 1.00	6,750	8.1	3,170	3.8 6.0* 3.5* 3.1 3.1 2.9* 2.3	15 17* 13* THU. THU. THU. THU.					

CONT'D

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				
EVENING MONDAY-FRIDAY-CONT'D																			
ABC VIEWPOINT(S)-CONT'D			1.15						2.1	THU.									
ABC ABC NEWS:NIGHTLINE-WED(B)	2	12.00- 1.00AM	12.00									5,500	6.6	3,420	4.1	18	5.3	WED.	
			12.15												4.8*	19*	4.3	WED.	
			12.30														3.7	WED.	
			12.45												3.4*	17*	3.1	WED.	
ABC LAST WORD		12.00- 1.00AM	12.00	2,920	3.5	1,920	2.3	10	3.1	MTUWTF		3,080	3.7	2,080	2.5	11	3.2	MTUWTF	
			12.15				2.8*	10*	2.6	MTUWTF					3.0*	11*	2.7	MTUWTF	
			12.30						2.0	MTUWTF							2.2	MTUWTF	
			12.45				1.8*	9*	1.6	MTUWTF					2.0*	10*	1.8	MTUWTF	
CBS NEWSBREAK-M-F		>	8.45	15,330	18.4	14,740	17.7	26	17.4	M-F		19,240	23.1	19,240	23.1	33	15.6	M-F	
			9.00						22.0	WED.							53.2	MON.	
CBS LATE MOVIE I		>	11.30	7,750	9.3	5,410	6.5	23	7.3	M-F		7,910	9.5	5,160	6.2	21	6.9	M-F	
			11.45				7.1*	20*	6.7	M-F					6.7*	19*	6.5	M-F	
			12.00						6.6	M-F							6.2	M-F	
			12.15				6.5*	24*	6.3	M-F					6.1*	23*	5.9	M-F	
			12.30						5.8	M-F							5.6	M-F	
			12.45				5.2*	27*	5.6	M-F									
CBS LATE MOVIE II		VARIOUS TIMES	(SUS)																
		>	12.30	4,500	5.4	3,670	4.4	27	4.6	M-F		4,250	5.1	3,500	4.2	25	4.8	M-F	
			12.45						4.7	M-F							4.4	M-F	
			1.00						4.4	M-F							4.2	M-F	
			1.15				4.3*	27*	4.1	M-F					4.1*	26*	4.0	M-F	
			1.30						3.8	TUWF							3.6	W&TH	
CBS CBS NEWS NIGHTWATCH-1		VARIOUS TIMES	(SUS)																
		>	2.00	1,420	1.7	1,170	1.4	16	1.7	M-THSU		1,580	1.9	1,330	1.6	20	1.8	M-THSU	
			2.15						1.4	M-THSU							1.5	M-THSU	
			2.30						.8	WED.									
			2.45						.8	WED.									
CBS CBS NEWS NIGHTWATCH-2		2.30- 6.00AM	GRID	2,500	3.0	830	1.0	23		M-THSU		2,250	2.7	920	1.1	24		M-THSU	
			2.30						1.7	M-THSU							1.5	M-THSU	
			2.45				1.6*	23*	1.5	M-THSU					1.4*	22*	1.3	M-THSU	
			3.00						1.3	M-THSU							1.3	M-THSU	
			3.15				1.2*	22*	1.2	M-THSU					1.2*	23*	1.2	M-THSU	
			3.30						1.0	M-THSU							1.1	M-THSU	
			3.45				1.0*	23*	.9	M-THSU					1.1*	26*	1.1	M-THSU	
			4.00						1.0	M-THSU							1.1	M-THSU	
			4.15				1.0*	27*	.9	M-THSU					1.1*	29*	1.0	M-THSU	
			4.30						.9	M-THSU							1.0	M-THSU	
			4.45				.9*	26*	.9	M-THSU					1.0*	27*	1.0	M-THSU	
			5.30						.9	M-THSU							1.0	M-THSU	
			5.45				.9*	24*	.9	M-THSU					1.1*	26*	1.0	M-THSU	
NBC NBC NEWS CAPSULE-M-F	1	8.58- 8.59PM	8.45	9,750	11.7	9,750	11.7	17	11.7	M-F		9,660	11.6	9,660	11.6	17	11.6	M-F	
	2	>	8.45																
NBC NBC NEWS CAPSULE-2-M-F	1	9.58- 9.59PM	9.45	8,500	10.2	8,500	10.2	15	10.2	TU&TH		9,000	10.8	9,000	10.8	15	10.8	M-F	
	2	>	9.45																
NBC TONIGHT SHOW		11.30-12.30AM	11.30	9,080	10.9	5,330	6.4	21	7.7	M-F		9,250	11.1	5,580	6.7	22	8.1	M-F	
			11.45				7.1*	20*	6.6	M-F					7.6*	22*	7.1	M-F	
CONT'D																			

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR	TELE- CAST DAYS		TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR	TELE- CAST DAYS	
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			
EVENING MONDAY-FRIDAY-CONT'D			12.00						6.0	M-F							6.3	M-F	
NBC TONIGHT SHOW-CONT'D			12.15					5.6* 21*	5.2	M-F							5.2	M-F	
NBC DAVID LETTERMAN I		12.30- 1.00AM	12.30	2,500	3.0	2,170	2.6	14	2.8	M-TH		3,080	3.7	2,420	2.9	15	3.2	M-TH	
			12.45						2.3	M-TH							2.6	M-TH	
NBC DAVID LETTERMAN SPEC.(S)	2	12.30- 2.00AM	12.30									5,910	7.1	3,330	4.0	19	4.6	FRI.	
			12.45														4.8	FRI.	
			1.00														4.3	FRI.	
			1.15														4.0	FRI.	
			1.30														3.2	FRI.	
			1.45														3.1	FRI.	
NBC SCTV NETWORK	1	12.30- 2.00AM	12.30	5,410	6.5	2,750	3.3	16	4.5	FRI.									
			12.45					4.2* 16*	3.8	FRI.									
			1.00						3.3	FRI.									
			1.15					3.1* 15*	3.0	FRI.									
			1.30						2.8	FRI.									
			1.45					2.6* 16*	2.4	FRI.									
NBC DAVID LETTERMAN II		1.00- 1.30AM	1.00	2,080	2.5	1,670	2.0	14	2.2	M-TH		2,080	2.5	1,830	2.2	15	2.3	M-TH	
			1.15						1.9	M-TH							2.0	M-TH	
NBC NBC NEWS OVERNIGHT-M-F		>	1.30	1,330	1.6	1,000	1.2	11	1.2	M-F		1,500	1.8	1,250	1.5	13	1.5	M-F	
			1.45					1.2* 11*	1.1	M-TH							1.2	M-TH	
		VARIOUS TIMES	2.00						1.3	M-F								1.4	MTUTHF
			2.15					1.8* 15*	1.8	M-F								2.2	MTUTHF
DAY MONDAY-FRIDAY			(SUS)																
ABC ABC WORLD NEWS-MORN-6.15A(SUS)	1	6.15- 6.30AM	6.15							M-F									
ABC ABC WORLD NEWS-MORN-6.15A(SUS)	2	6.15- 6.30AM	6.15																M-F
ABC ABC WORLD NEWS-MORN-6.45A		6.45- 7.00AM	6.45	1,670	2.0	1,500	1.8	15	1.8	M-F		1,750	2.1	1,670	2.0	16	2.0	M-F	
ABC ABC DAYTIME NEWSBRIEF-M-F		1.57- 1.59PM	1.45	7,080	8.5	6,910	8.3	26	8.3	M-F		6,410	7.7	6,080	7.3	25	7.3	M-F	
ABC ABC AFTERSCHOOL SPECIAL(S)	2	4.30- 5.30PM	4.30									9,250	11.1	6,660	8.0	22	7.3	WED.	
			4.45														7.8	WED.	
			5.00														8.2	WED.	
			5.15														8.6	WED.	
CBS CBS EARLY MORNING NEWS		6.30- 7.00AM	6.30	1,250	1.5	920	1.1	15	1.0	M-F		1,500	1.8	1,250	1.5	19	1.4	M-F	
			6.45						1.1	M-F							1.6	M-F	
CBS NEWSBREAK-11.57		11.57-11.59AM	11.45	6,080	7.3	5,830	7.0	27	7.0	M-F		6,410	7.7	6,080	7.3	31	7.3	M-F	
CBS NEWSBREAK-3.57		3.57- 3.59PM	3.45	6,250	7.5	5,910	7.1	21	7.1	M-F		5,830	7.0	5,410	6.5	21	6.5	M-F	
CBS CBS SPORTS SPECIAL(S)	2	4.00- 5.00PM	4.00									3,080	3.7	1,670	2.0	5	2.4	MON.	
			4.15														2.0*	6*	
			4.30														1.6	MON.	
			4.45														1.8	MON.	
NBC EARLY TODAY M-F		6.30- 6.55AM	6.30	1,580	1.9	1,330	1.6	15	1.5	M-F		1,500	1.8	1,170	1.4	13	1.2	M-F	
			6.45						1.8	M-F							1.7	M-F	
DAY SATURDAY																			
ABC SCHOOLHOUSE ROCK-8.25AM		8.25- 8.29AM	8.15	4,410	5.3	3,580	4.3	24	4.3			3,330	4.0	2,750	3.3	19	3.3		

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1					WEEK 2								
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	SHARE %	HOUSEHOLDS (000)			%	HOUSEHOLDS (000)	%				
DAY SATURDAY-CONT'D																	
ABC SCHOOLHOUSE ROCK-10.55AM		10.55-10.59AM	10.45	5,250	6.3	4,410	5.3	18	5.3		4,910	5.9	4,250	5.1	19	5.1	
ABC SCHOOLHOUSE ROCK-11.55AM		11.55-11.59AM	11.45	4,500	5.4	3,750	4.5	15	4.5		4,410	5.3	3,670	4.4	16	4.4	
CBS IN THE NEWS- 8.26AM		8.26- 8.29AM	8.15	2,170	2.6	2,000	2.4	14	2.4		2,750	3.3	2,500	3.0	17	3.0	
CBS IN THE NEWS- 8.56AM		8.56- 8.59AM	8.45	3,080	3.7	2,580	3.1	15	3.1		3,580	4.3	2,920	3.5	16	3.5	
CBS IN THE NEWS- 9.26AM		9.26- 9.29AM	9.15	2,830	3.4	2,580	3.1	13	3.1		3,330	4.0	2,920	3.5	14	3.5	
CBS IN THE NEWS- 9.56AM		9.56- 9.59AM	9.45	4,830	5.8	4,500	5.4	20	5.4		4,170	5.0	4,000	4.8	18	4.8	
CBS IN THE NEWS-10.56AM		10.56-10.59AM	10.45	7,160	8.6	6,500	7.8	27	7.8		5,080	6.1	4,500	5.4	20	5.4	
CBS IN THE NEWS-11.26AM	2	11.26-11.29AM	11.15								5,250	6.3	4,910	5.9	22	5.9	
CBS IN THE NEWS-11.26AM(B)	1	11.26-11.29AM	11.15	5,750	6.9	5,410	6.5	22	6.5								
CBS IN THE NEWS-11.56AM	2	11.56-11.59AM	11.45								5,660	6.8	5,160	6.2	23	6.2	
CBS IN THE NEWS-11.56AM(B)	1	11.56-11.59AM	11.45	6,410	7.7	5,580	6.7	21	6.7								
CBS IN THE NEWS-12.26PM		12.26-12.29PM	12.15	4,660	5.6	4,170	5.0	16	5.0		4,500	5.4	4,170	5.0	18	5.0	
CBS IN THE NEWS-12.56PM		12.56-12.59PM	12.45	4,170	5.0	3,920	4.7	14	4.7		4,750	5.7	4,580	5.5	19	5.5	
CBS IN THE NEWS- 1.26PM		1.26- 1.29PM	1.15	3,830	4.6	3,580	4.3	13	4.3		4,750	5.7	4,170	5.0	17	5.0	
CBS CBS NCAA BASKETBALL-SAT	1	1.30- 3.47PM	+GRID 3.45	13,490	16.2	6,000	7.2	20	9.0								
NBC ASK NBC NEWS-8:28AM		8.28- 8.30AM	8.15	4,830	5.8	4,660	5.6	32	5.6		4,330	5.2	4,000	4.8	27	4.8	
NBC ASK NBC NEWS-8:58AM		8.58- 9.00AM	8.45	5,000	6.0	5,000	6.0	28	6.0		5,410	6.5	5,160	6.2	28	6.2	
NBC ASK NBC NEWS-10:28AM		10.28-10.30AM	10.15	6,500	7.8	6,250	7.5	27	7.5		6,000	7.2	5,830	7.0	26	7.0	
NBC ASK NBC NEWS-10:58AM		10.58-11.00AM	10.45	5,580	6.7	5,330	6.4	22	6.4		5,580	6.7	5,330	6.4	24	6.4	
NBC ASK NBC NEWS-11:58AM		11.58-12.00NN	11.45	5,580	6.7	5,250	6.3	21	6.3		4,910	5.9	4,660	5.6	21	5.6	
NBC NCAA BASKETBALL-REG'L	2	1.00- 3.07PM	+GRID 3.00 3.15								11,500	13.8	5,160	6.2	20		4.6 1.5
NBC NCAA BASKETBALL-REG'L-2	2	3.00- 4.58PM	+GRID 5.00								11,250	13.5	5,500	6.6	19		4.8
DAY SUNDAY																	
CBS IN THE NEWS-7.26AM-SUN(SUS)		7.26- 7.29AM	7.15														
CBS IN THE NEWS-7.56AM-SUN(SUS)		7.56- 7.59AM	7.45														
CBS NBA ON CBS	2	12.00- 2.36PM	+GRID 2.30								11,160	13.4	4,500	5.4	17		6.1
CBS CBS NCAA BASKETBALL	1	1.00- 3.25PM	+GRID	13,240	15.9	5,830	7.0	19			9,330	11.2	3,080	3.7	9		
	2	2.36- 4.42PM	+GRID 3.15 4.30				7.3*	18*	6.6								5.9
NBC NCAA BASKETBALL GAME-SUN	2	1.00- 3.27PM	+GRID 3.15								9,410	11.3	3,830	4.6 6.2*	13 16*		5.9
A-45 U.S. TV HOUSEHOLDS: 83,300,000 FOR EXPLANATION OF SYMBOLS, SEE PAGE A. *HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOUR)																	